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BAY ST. LOUIS, MISS., FRIDAY, OCTOBER 8, 1948

HANCOCK COUNTY
"Extending Hospitality and
Offering Opportunity"

VOL. 57 — No. 41

Observations... From Around Town

(BY JAY WHOZIT)

Saturday, October 16th has been proclaimed REA Day in an official proclamation by the City Commission Council as a tribute to the Coast Electric Power Association, which will have its tenth anniversary on that day, when its members will meet at the Bay High School in what is expected to be one of the best meetings ever held, with many of its 3800 members in attendance, and Bay St. Louis and Hancock County welcome them with open arms. . . Saint Stanislaus will celebrate its Homecoming Day on Sunday, October 10th, and quite a large crowd of dads and old grads are expected to be on hand to renew old acquaintances and make new friends. The feature attraction will be the football game in the afternoon at Stanislaus Stadium when the unbeaten Rockhounds will meet a strong aggregation of gridironers from McGill Institute of Mobile. . . St. Joseph Academy made the headlines this week when one of its 1948 graduates, Miss Kay Ford, daughter of Postmaster and Mrs. Leo G. Ford, was pictured in many newspapers of the state showing her enrolling in the nurses school of the University of Miss. . . the first inductees from Hancock County, under the new peace-time draft law, will report for induction on next Wednesday morning at the courthouse here in Bay St. Louis, from where they will be sent to Hattiesburg for pre-induction examination. The first call is for four, whose names will be found elsewhere in this issue, . . . just a suggestion, from yours truly to Brother Alexis, the Stanislaus Alumni and others . . . it would be a fitting tribute to the memory of Brother Peter to change the name of Stanislaus Stadium to Brother Peter Memorial Stadium, on which he spent so much time and effort in order to give "his boys" the best athletic field hereabouts . . . the faculty and students of St. Joseph Academy have decided to publish a school paper this year, which will make its appearance once a month beginning about the first of November, which goes to show that most schools are interested in some form of journalism, since each of Bay St. Louis' three high schools now have a student publication . . . the State Fair opens in Jackson on Monday morning, October 11th, and that day is dedicated to the press of Mississippi, with free admission to everything on the grounds being given to members of the press and their families . . . a press dispatch from Jackson this week says that the Mississippi Highway patrolmen will expand to 100 strong on Nov. 1st, and patrol the state highways in new uniforms and new sedans, swanky eh? . . . a five-million dollar record breaking pecan crop has been predicted for Mississippi this year . . . well, we hope this is correct . . . Mayor Blaize has been on the sick list for the past two weeks, but is doing better, so we hear . . . better get well, Mayor, the speckled trout are biting on the empty hook.

ENTERTAIN AT FAMILY SUPPER

Mr. and Mrs. Roger Heitzmann were hosts on Tuesday evening at their home on Montezuma Avenue at a family supper complimenting Mr. Heitzmann's brother-in-law and sister, T/Sgt. and Mrs. Robert R. Sternecker, and son, Richard, who left on Thursday morning for St. Louis, Mo., where they will visit Sst. Sternecker's parents before departing to Langley Field in Virginia. Those present included besides Mr. and Mrs. Heitzmann, and their son and two daughters; Mr. and Mrs. George Heitzmann, Cedric and Henry Heitzmann, Mr. and Mrs. Carl Heitzmann, and son, Jerry; T/Sgt. and Mrs. Robert Sternecker and son, Richard; Mr. and Mrs. Higdon Coleman, Junior Coleman; Mrs. Bobby Coleman; Miss Helen Coleman, Mr. and Mrs. John Damborino, Misses Mar-galo and Honoria Damborino.

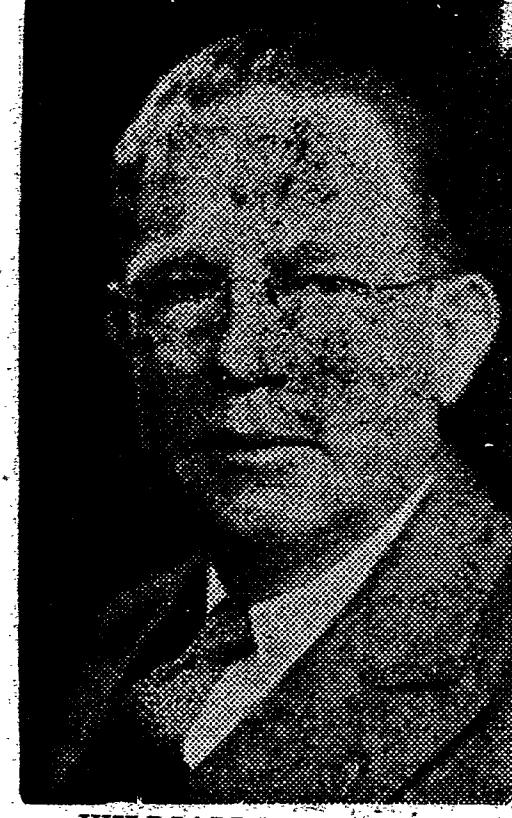
BIRTHDAY PARTY FOR JANELE VAN TRIER

On Tuesday evening September 28th, Mrs. Charles J. Van Trier entertained at a birthday party given in honor of her fourteen year old daughter, Janele Kay. Those attending were Misses Mary Lou Sciamone, Frances Herring, and Joanne Bonfante. Henry Candenon, Jr., Martin Noto, Jimmie Borstede, Clem Bonfante and Albert Piazza. The young people danced, played games and were served refreshments. Captain and Mrs. Van Trier and Janele Noto have recently moved to Bay St. Louis and are making their home at 250 State St.

Miss Anne Smith, student at Millie College, Jackson, spent the past week and here with her parents, Mr. and Mrs. Carl T. Smith. Mr. and Mrs. Smith and their daughter spent Sunday in New Orleans. Coming here for the wedding were

St. Stanislaus Celebrates Homecoming Sunday With All Day Program

SPEAKER



WILLIAM M. COLMER

St. Stanislaus celebrates the Annual Homecoming Sunday with an interesting all-day program. Registration of visitors and we mean home folks as well, takes place beginning at 9 a. m.

There will be Mass in the College Chapel at 10:30. The celebrant will be Reverend Louis Eisele, S. J., from Springhill College.

Immediately following the Mass, the Alumni will hold its annual meeting in the Big Study Hall; Election of officers will be held and other pertinent business will be discussed.

A barbecue lunch will be served on the grounds at noon. Tickets for this may be obtained when registering.

At 1:45 a motorcade will be formed of Alumni, their families, the Sidehines Club, their families and any others who wish to join. All are asked to obtain an identification card to place in front of their windshield.

The cars will move down Union Street cross the tracks into Bookter Street and enter Stadium at Bookter Street entrance.

Special parking space has been set aside for all taking part in the motorcade. Too, all are asked to participate in the pre-game activities which will end in a special section of the grandstand.

Brothers Elbert and Canisius have gone all out in setting up a most pretentious program between the halves. It will be something new for Bay St. Louis.

Bay Waveland Garden Club To Meet Oct. 14

The Bay-Waveland Garden Club will meet on Thursday, October 14 at 3 p. m. at the home of Mrs. E. M. Weston with Mesdames Ben Hille, E. J. Arceneaux, Sr. Roger Boh, Louis F. Maimus, F. R. Curran, Lewis Henderson, Leo W. Seal, as co-hostesses.

This meeting marks the tenth anniversary of the club and is traditional to meet with Mrs. Weston because it was at her home that she and Mrs. Seal called a meeting ten years ago for the purpose of organizing a garden club. The club met with Mrs. Weston for its fifth anniversary meeting.

HELM'S ARCENEAUX WEDDING, MONDAY, SEPT. 27

Miss Marie Violette Arceneaux, daughter of Mr. and E. J. Arceneaux, Sr. and Staff Sergeant Dennis E. Helms, son of Mr. and Mrs. V. E. Helms, of Pikeville, Kentucky, were married on Monday morning, September 27 at the home of the bride's parents, at 9 o'clock. The Right Reverend Monsignor A. J. Gmelch, performing the marriage ceremony.

Kneeling on Prie-Dieu before an improvised altar, covered with green foliage and fern, and with gold candleabra on either side, the couple plighted their troth.

The bride given in marriage by her father was very pretty. She wore the wedding dress of her older sister Mrs. P. G. Bernstein, Jr., which was of white brocaded taffeta, fashioned with a long skirt finishing in a train and made with a bodice of old lace forming a bolero effect. The veil of illusion, which was worn by both of her sisters on their wedding day, was held to her head by butterfly gardenias and stephanotis. She carried a cascade arrangement of the same flowers centered with a white orchid.

The bride had as her only attendant Miss Kay Applewhite of Brookhaven, Miss., who wore a dress of white taffeta and white lace made along similar lines as that of the bride's. She carried a bouquet of lavender spray orchids. Sergeant Helms had as his best man the bride's brother E. J. Arceneaux, Jr.

Immediately following the ceremony a reception was held at the home where the bride's mother received wearing a blue satin dress with a corsage of yellow carnations. The reception rooms of the home, which lent itself to the wedding scene were decorated throughout with white gladiolas and white asters. In the dining room the bride's table was covered with a lace cloth and centered with a four-tiered wedding cake topped with wedding bells and complemented this were silver candleabra holding lighted white candles.

Mrs. Eddie J. Arceneaux, Jr., presided at the punch bowl and the bride's aunt, Miss Marcelle Menou of Iota, Louisiana, cut the wedding cake.

For travelling Mrs. Helms wore a grey wool suit with green accessories. After their honeymoon trip the couple will make their home in Tampa, Florida.

The bride is a graduate of St. Joseph Academy and of the University of Mississippi.

Coming here for the wedding were

S. J. A. PARENTS CLUB MEETING HELD TUESDAY

The S. J. A. Parents Club met in the school library on Tuesday, Oct. 5th, at 3:15 P. M. In the absence of Mrs. F. R. Curran, president, Mrs. John Damborino, vice-president called the meeting to order. Mother Blanche, Sister Raphael and twenty-nine members were present.

The September minutes were read and the financial report given. New members were introduced.

Plans were made for the Spaghetti Supper, which is to be held at the K. of C. Hall on Wednesday, October 20th, at 5:30 p. m. Price per plate will be \$1.00, drinks are extra. Supper will be served to take out.

Chairmen have been selected and will be served later.

Class mothers are asked to contact Mrs. Roger Boh, to have required number of tickets mailed to parents on their lists.

The Juniors and Seniors won the attendance prize. Mr. J. P. McAlpin won the door award which was divided with the club treasury.

Co-hostesses this month were Mrs. L. Kergosien and Mrs. M. Kergosien.

Rinaldo A. Haas Dies Suddenly At His Home At Kiln

Rinaldo A. Haas, 52 year old Kiln resident, died suddenly at his home on Sunday night at 10 o'clock of a heart attack.

Mr. Haas a veteran of World War I was buried from his home on Tuesday afternoon at 3 o'clock with full military honors. The Clement R. Bontemps American Legion Post 139 of Bay St. Louis officiated at the funeral. Interment was in the Bayou Coco cemetery with religious services conducted by Rev. Father Wolfe.

Mr. Haas was son of Mr. and Mrs. Jerry Haas. He is survived by his wife Viola Cuevas Haas, three daughters, Mrs. Verdie Lee Ladner of Bay St. Louis; Miss Jane Haas, Miss Mable Haas, both of Kiln; four sons, Wallace Haas, G. S. Alay now stationed in Germany; Wesley Haas, Fayette, Miss.; Noel Haas and Rinaldo Haas, Jr., both of Kiln.

Mr. Haas was in the lumber business owning and operating his own mill. He was a member of one of the oldest families of the county. He leaves quite a number of other relatives.

"Racial Understanding" Discussed at Episcopal Guild Meetings

The Guild of Christ Episcopal Church met no Tuesday of this week at the home of Mrs. E. N. Srence with Mrs. H. A. Eldredge and Mrs. Walter J. Gex, Jr., co-hostesses.

The devotional was given by Mrs. E. P. Kirkpatrick. Mrs. Renee deMontuzin, Jr., gave a most interesting exposition of the program theme "Racial Understanding" with a message to the group besides giving them pertinent statistics on what the Episcopal church is doing for the negroes in Mississippi. She also suggested what the Christian attitude to the Jews and other minority groups should be.

Ladies attending each brought used clothing and a box was packed to be sent to the Negro Industrial School in Okolona.

Refreshments were served and a social hour enjoyed.

Chapter No. 2, of the Guild met on Wednesday evening at the home of Mrs. Walter Dupaquier and Mrs. deMontuzin gave the same program.

—Mrs. Otto Scuppe and Mrs. Annie Gale both of New Orleans spent the past week end here with their sisters Mrs. Ella Maybin, Mrs. John Weston and Mrs. Leo W. Seal. There was a family reunion dinner at the home of Mrs. Maybin on Saturday evening and those present besides those mentioned were Mrs. Maybin's house guest Mrs. Jane Carroll of Gulfport and J. Roland Weston.

—On Wednesday, Mrs. A. L. Enterman attended the luncheon sponsored by the Association of Former Deltians of New Orleans, at which Barnett T. Kane reviewed his new book "Bride of Fortune." After which the regular monthly meeting of the Bas Bleu Book Club was held.

—Mrs. J. T. Wolfe and Mrs. Brewster Moller have issued invitations to a miscellaneous shower complimentary to Miss Marilou Bourgeois.

The shower will be given at the home of Mrs. Moller, 374 Wavey Beach, on Sunday, October 10, at 3 p. m.

—Mrs. Agnes Wentworth was called to Hattiesburg on Monday, on account of the death of her grandchild Ann Lindsey Wentworth, eight year old daughter of Mr. and Mrs. Edwin Menou of Iota, Louisiana, cut the wedding cake.

She was reelected by a large majority by the people of his district to represent them again in the primaries.

He was reelected by a large majority by the people of his district to represent them again in the primaries.

Mr. Shaw operates the Shaw Bus Lines.

He is married to the former Miss Eunice Sweeney and they have five children, Carl, Mrs. Herman Ladner, Billy, Calvin II, and Gerald.

Mrs. Jules Menou, Miss Julia Menou, Miss Marcelle Menou and Andree of Iota, La.; Mrs. J. Bourgeois of Riverton, California; Mrs. P. G. Bernheim, Sr., Miss Eleanor Bernheim, and young daughters of Gulfport, Mr. and Mrs. P. G. Bernheim, Jr., of New Orleans.

Coming here for the wedding were

Miss Madge Allred Named Home Demonstrator Agent for Hancock County

Miss Madge Allred of Collins, has been appointed Home Demonstrator Agent for Hancock County and has assumed her duties.

Miss Allred is the daughter of Mrs. W. W. Allred and the late Dr. Allred and has served as assistant Home Demonstration Agent in Forrest and Jones Counties. She is a graduate of Mississippi Southern College with a major in Home Science.

Miss Allred says she is concentrating on 4-H Club work for the month of October. She is no stranger to Bay St. Louis; her late father practiced medicine in this country and was associated with the late Dr. A. Kergosien.

Chairmen have been selected and will be served later.

Class mothers are asked to contact Mrs. Roger Boh, to have required number of tickets mailed to parents on their lists.

The Juniors and Seniors won the attendance prize. Mr. J. P. McAlpin won the door award which was divided with the club treasury.

Co-hostesses this month were Mrs. L. Kergosien and Mrs. M. Kergosien.

W. B. A. Entertain Officials of Society At Supper

On Monday, September 27 the Womans Benefit Association entertained at a buffet supper at the home of Mrs. A. J. Noto honoring Mrs. Pearl H. Croy, state field director, and Dr. Annie Reynolds, supreme medical advisor and Mrs. Fay Arguelas, District deputy.

Dr. Reynolds, who is now retiring, is touring the Southern cities on her way to her home in Tacoma, Washington, and was a special guest at the luncheon. Dr. Reynolds has given 26 years in service for the association. She expressed her appreciation of the work done in the Bay St. Louis Review. No. 10 and how much she enjoyed her contacts made here with special mention to Miss Miriam Engman who has worked for years with this Review. Miss Engman's mother the late Mrs. Bertha Engman was the organizer of the local Review.

Mr. Haas, a veteran of World War I was buried from his home on Tuesday afternoon at 3 o'clock with full military honors. The Clement R. Bontemps American Legion Post 139 of Bay St. Louis officiated at the funeral. Interment was in the Bayou Coco cemetery with religious services conducted by Rev. Father Wolfe.

Mr. Haas was in the lumber business owning and operating his own mill. He was a member of one of the oldest families of the county. He leaves quite a number of other relatives.

The ladies were reminded that the society always sends a Thanksgiving Box to the Baptist orphans at Jackson and clothing was requested for the younger children of the orphanage.

Mrs. M. T. Hill gave the devotion on "Paul's love for the Jews," reading the scripture from Romans and Second Corinthians.

The theme for the program was "Our Debt to Israel" was discussed by Mrs. John T. Deering, Miss Sallie Pearson, Mrs. A. H. Gregory and Mrs. R. C. Tompkins. Each speaker gave their hearers better acquaintances with the Jewish people and a greater appreciation of their worth. Their loyalty and devotion to their church and their feeling of brotherly love toward their own people was clearly brought out in the interesting talks. Mrs. T. B. Sellers gave the closing prayer.

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A CONSTRUCTIVE FORCE IN THE COMMUNITY

Fifty-Seventh Year of Publication

A. G. FAVRE, Publisher

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Official Journal City of Bay St. LouisMember National Editorial Association
Member State Press Association

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IN A REMINISCENT MOOD

Ten years is a short span of time, nevertheless as we look back and see the many accomplishments that have taken place since the advent of electrical power in the rural areas of Hancock County, we set and wonder how so much could come from so little in such a short span of time. As our thoughts ramble through the realms of this gigantic power association we are forced into a reminiscent mood.

Well do we remember the first meeting held for the organization of the Hancock County Power Association. The editor, whose membership in the co-op dates back to that time and who was in attendance at this meeting, feels that it is quite an honor to be able to say that he placed in nomination the names of the five original directors, four of whom are yet serving: Calvin W. Fountain, John S. Rester, Isaac M. Frierson and James L. Crump. The fifth member, John Festerling later moved to Louisiana and resigned.

In the early days of the organization of the Hancock County Power Association the linings in the clouds were dark and heavy. It appeared for a while that there was not a chance of securing a sufficient number of subscribers to begin operation.

The Rural Electrification Administration would send a representative for short visit and he would give his views and then another would come with opposite views, leaving all in a quandary; with all of this the road appeared dreary and desolate.

A call went through to Washington from the writer to our beloved friend the late Senator Pat Harrison and to Congressman Bill Colmer with an SOS, that unless we had some help in organization from the administration we were sunk.

Within two hours of the time the conversation ended with our able representatives we were advised that Harold Clark and James Cobb of the Rural Electrification Administration office in Washington would be on their way to Bay St. Louis to remain until the organization of the Hancock County Electric Power Association was completed.

These capable and affable young men set out with the officers of the association to visit the homes of the prospective subscribers on the proposed 87 miles of lines to be erected; and at the conclusion of their work they still lacked the number of subscribers required. They recommended to their superiors, that this requisite be by-passed and that the Hancock County Power Association be allowed to proceed as the prospects were good, and that as soon as electric power would reach the area the number of subscribers would far exceed the quota. This request was granted. They were not mistaken in their judgment, as the results of the growth of the Hancock County Power Association and the Coast Electric Power Association bear this out.

Many people were of the opinion that electrical power would never reach the rural areas; it was merely a dream; however it is now a dream come true.

The past ten years have gone by as flighting time does, and has brought many comforts to the membership of the Coast Electric Power Association. The next ten years will probably exceed



MRS. EDRISS STECHMANN

Mrs. Edris Stechmann the affable and pleasant mannered Cashier and Receptionist of the Coast Electric Power Association, is a native of Bay St. Louis; a granddaughter of James W. Vairin, who served as Sheriff of Hancock County. She is a graduate of Bay Hi School Class 1930 and for 15 years Mrs. Stechmann served as Deputy Clerk of Courts of Hancock County.

Mrs. Stechmann has three children, Teddy, Jr., Richard and William.

ORTHE THEATRE
SUNDAY - MONDAY
"THE BEST YEARS OF
OUR LIVES"

Starring Fredric March,
Myrna Loy, Dana Andrews

Samuel Goldwyn's "The Best Years of Our Lives," still adding to its already impressive array of honors returns to the screen of the Orthe Theatre for its regular engagement, Sunday and Monday.

To make a clean sweep of nine Academy Awards, as in the case of RKO Radios release in 1947, ordinarily would have climaxed the history of successful film and closed the records as far as movie-goers or the industry were concerned. No picture, before or since, was ever so honored by the creative forces of Hollywood.

But for the Goldwyn production the deluge of awards merely marked the pinnacle of one set of records and launched another.

Prior to the Academy Awards, the picture had won the New York Film Critics Award for the best

picture of the year and went on to garner the Newspaper Guild Front Page honor for the finest film offering of the season. The Hollywood Foreign Correspondents, the New York Foreign Language Film Critics Circle, Parents' Magazine, Redbook and Look had added their plaudits for the picture, its stars and the men responsible for its production.

Following the historic Academy sessions, the list of tributes grew in impressiveness. A poll of more than 400 of the nation's film critics reviewers and commentators by the trade paper, Film Daily, named "The Best Years of Our Lives," the best picture released in 1947. William Wyler duplicated his Academy triumph in the directorial class while Fredric March did the same for his acting. Roger E. Sherwood was honored again for his script and Harold Russell for his performance. Typical of the organizations honoring the film were the National Board of Review and the General Federation of Women's Clubs which placed it in the "best" category.

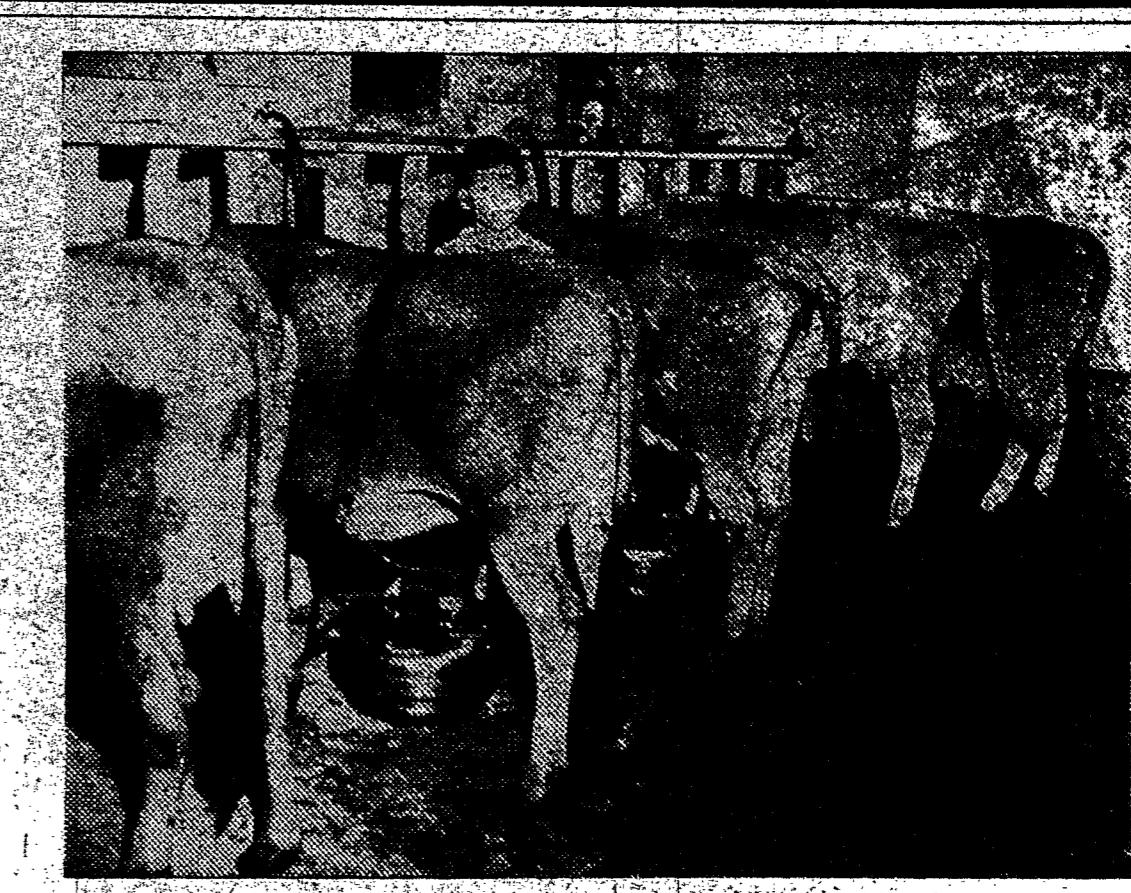
U. S. Farmers use electricity in more than 350 different ways.

the progress that has been made since its organization. We hope they will prepare to take advantage of every opportunity that may be within their reach to expand their lines so that every person within the area they serve may have the same opportunity to have comforts that are now being enjoyed by many showing that true neighborly feeling and unselfish spirit; when this has been done we too shall rejoice and always carry happy thoughts of the small part that we played in bringing the comforts and pleasures that electrical power means to you.



JAMES FORNEA

James Fornea is maintenance man for the Coast Electric Power Association on all lines feeding out of the Derby Metering Point. He is a native of Picayune, Miss., and was in the Army Airforce during the war. He accepted employment with Co-op as a lineman's helper when he was discharged from the service in February, 1946. In December 1947 he was placed in charge of light construction and in May 1948 he was assigned as lineman.



When Tony Scafidi went out to Anthony J. Morealle's dairy to make a picture of his barn during milking time, Anthony bemoaned the fact that he was sick and was unable to get out to do the milking and have his picture taken. The results were that due to his father's illness, little Jackie Morealle, 10 years of age had to take care of the chores attached to a dairy farm. There are twenty-one cows in the Morealle Dairy herd, and of course under the old method of hand milking this would have proved a quite burdensome and nearly an impossible task for a ten year old boy. With milking machines and Coast Electric Power Service the youngster was able to do the work of a man and in a whole lot shorter time than it would have taken in the old way.

Jackie is a student at St. Stanislaus, and each day he assists his father around the dairy. The cows are allowed to range in the open spaces surrounding the home on Highway 90, and each day Jackie herds them on a bicycle.

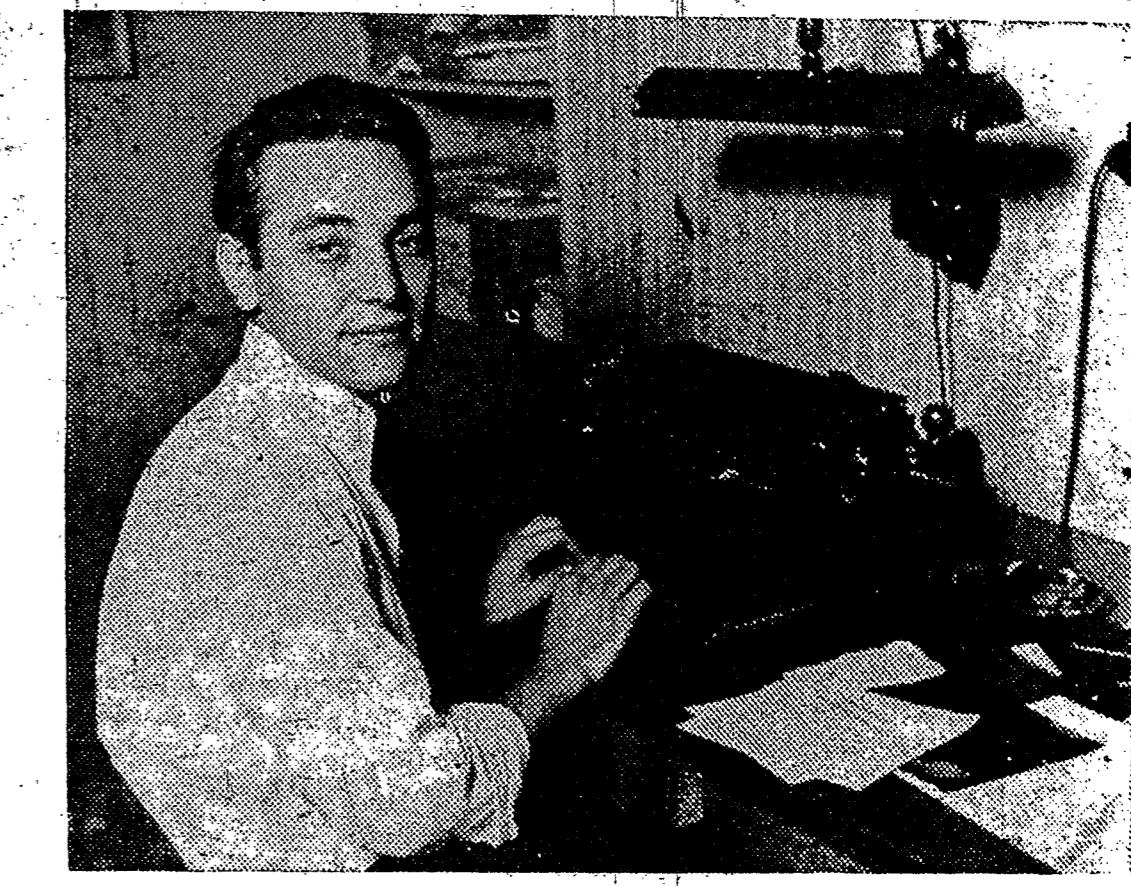
Mr. Morealle actually did the Power Association a favor when he became sick on the day the photographer came to take the picture, for through his son they are able to tell a story of the benefits of rural electrification.

May we add that from personal knowledge the editor knows of many more youngsters throughout Hancock County who with the aid of electric milking machines are today helping to operate dairies.



ISAAC M. FRIERSON

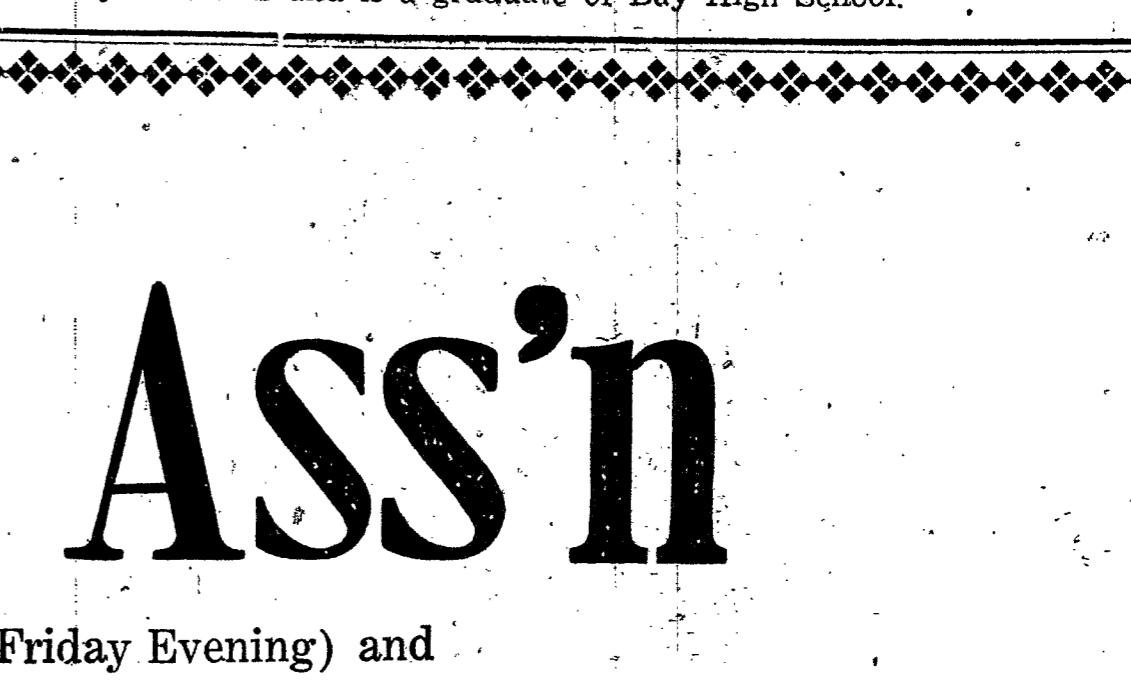
Isaac M. Frierson is one of the original five directors of the Hancock County Power Association, and when the Harrison County and Hancock County Units were consolidated into the Coast Electric Power Association, Mr. Frierson became a director of the new Co-op. He was elected to the position of Secretary-Treasurer on April 26, 1939, and retains that position to this time. Ike was born at Aaron Academy in Hancock County and he and Mrs. Frierson live on the old homestead at the present time.



RAYMOND SCHINDLER

Raymond Schindler began working for the Coast Electric Power Association as an assistant to the Bookkeeper and stockroom clerk in August 1947. He left his employment with W. A. McDonald & Sons to accept this position.

He has recently completed the REA accounting course and is awaiting the results of his final examinations. He is a native of Bay St. Louis and is a graduate of Bay High School.



Coast Electric Power Ass'n

Welcomes its Entire Membership and the General Public of South Mississippi to Bay St. Louis, October 18, (Friday Evening) and October 19, (Saturday all day)

to attend the

MEMBERS MEETING AND ELECTRICAL APPLIANCE AND EQUIPMENT EXHIBITION
BAY HIGH SCHOOL, BAY ST. LOUIS, MISS.

PROGRAM

(Subject To Revision)

7:30 A. M. - Registration Starts
10:00 A. M. - Meeting called to order
Invocation
Awarding of "Early Bird" Prize
Roll Call
Reading of Notice of Meeting and Proof of Mailing Thereof
Reading of Unapproved Minutes And Necessary Action Thereon
11:00 A. M. - Registration Closes
Presentation and Consideration of Reports of Officers, Directors, and Committees
11:45 A. M. - Noon Recess
1:15 P. M. - Meeting Reconvenes
Award of Washing Machine Prize
1:30 P. M. - Address by Congressman William Colmer
2:00 P. M. - Report of Nominating Committee
Election of Directors
Award of Refrigerator
Adjournment
Other prize awards and musical entertainment will be interspersed throughout the program.

To Our Members:

This Members Meeting is YOUR MEETING in every sense of the phrase, and every Member is urged to be present to take part in the program and activities of your cooperative. Reports on the progress and affairs of your business will be given by the officers and Manager.

Members of the Board of Directors to serve for the next year will be elected by YOU at the business session.

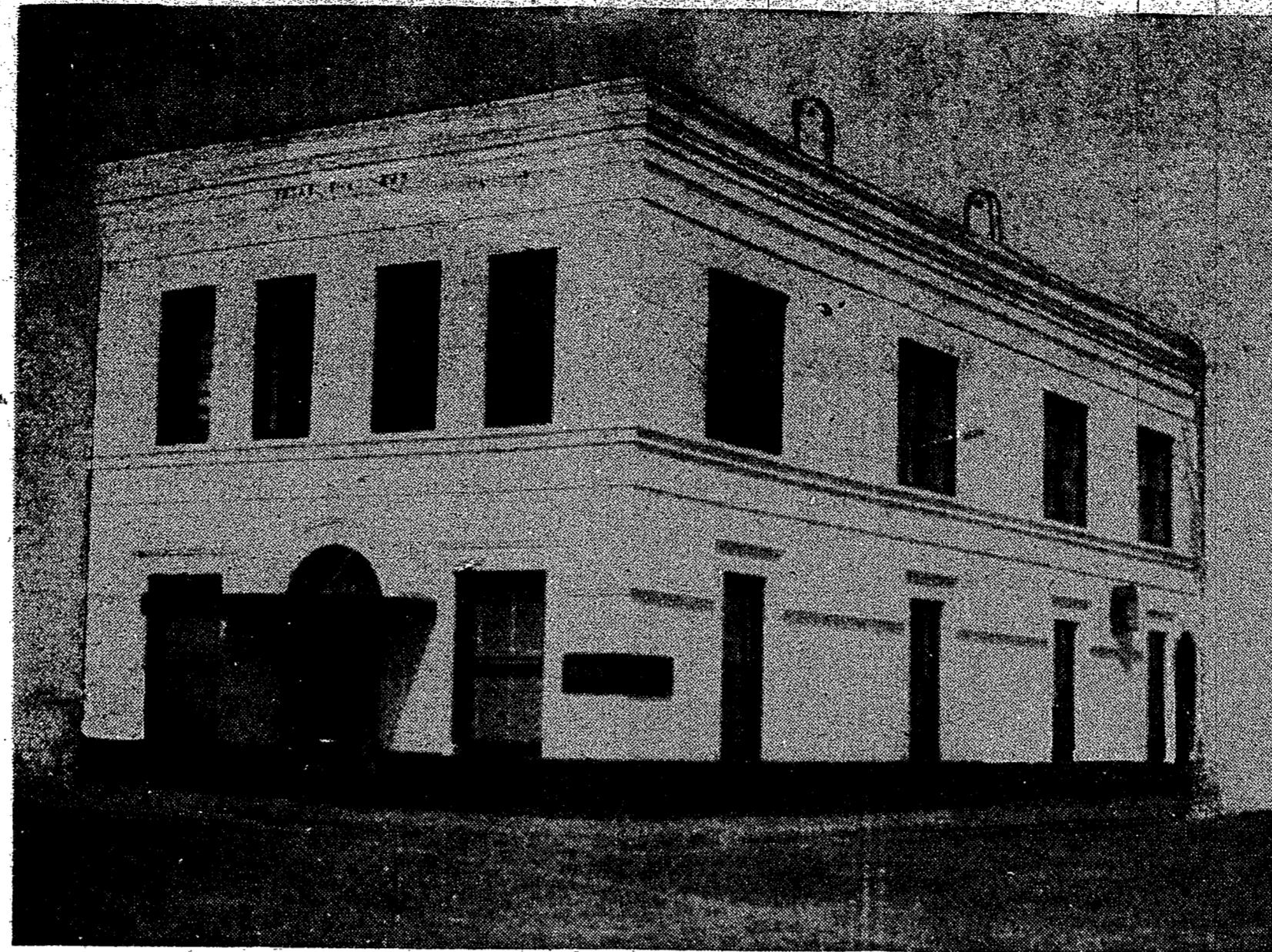
Other questions of importance will be presented to you for your decision. The success of our cooperative enterprise will be determined over the years to a large extent by the interest the Members take in the business. We earnestly urge you to attend this Members meeting.

Dealers in electrical appliances and equipment will have large and attractive displays of the latest electrically powered appliances and machinery for your examination.

COAST ELECTRIC POWER ASSOCIATION

Serving over 3,500 Members
in South Mississippi

Over 1,000 miles of rural power lines
in Hancock, Harrison and Pearl River Counties



ABOUT WOMEN

In 1776 our fighting forebears set up a new form of government on this continent. No longer the subjects of a king, we became citizens of a Republic, with the promise of life, liberty and the pursuit of happiness.

The Declaration of Independence and the Constitution guaranteed certain inalienable rights to us and our children. The freedom of the press, of speech, of public worship and of petition were secured in a covenant known as the Bill of Rights.

The American woman became the larger beneficiary under this amazing experiment. Out of an inspiring democratic idea the American woman gained and enjoyed more freedom than woman had ever known before. Step by step restrictive laws were replaced to give her equal property rights. The Constitution of the United States was amended to give her equal suffrage.

Because of the spirit of 1776 the inventive genius of men was released to work miracles in science and industry. The steam engine, telephone, automobile, airplane and radio conquered time and space.

One hundred years ago our grandmothers carded, spun, wove and stitched. Men impelled by individual initiative, with the hope of personal reward built factories to do the same work cheaper and better and went into the dressmaking business. Men baked, cooked, canned and preserved. They constructed laundries and did the family wash. Edison, one of our greatest exponents of free enterprise, invented the incandescent electric light and woman no longer filled lamps and cleaned chimneys. Streams were harnessed, power plants built, electricity was employed—ranges replaced cooking stoves. Electric vacuum cleaners, water heaters, irons, automatic refrigerators and washing machines converted millions of homes into houses of magic.

Legislative enactments and constitutional amendments contributed much of woman's emancipation but privately owned, independent business contributed equally as much. The American ideal gave her equal rights; American industry gave her equal opportunities. So men and women formed a partnership and, working together, produced what we have come to call our American Way of Life. It may have many imperfections but there is no better social, political or economic system on the face of the earth. It raised here the highest known standards of living and under it the American woman became the envy of women the world over.

We Thrive On Industry And Thrift



HANCOCK BANK

Gulfport



Pass Christian



Bay St. Louis

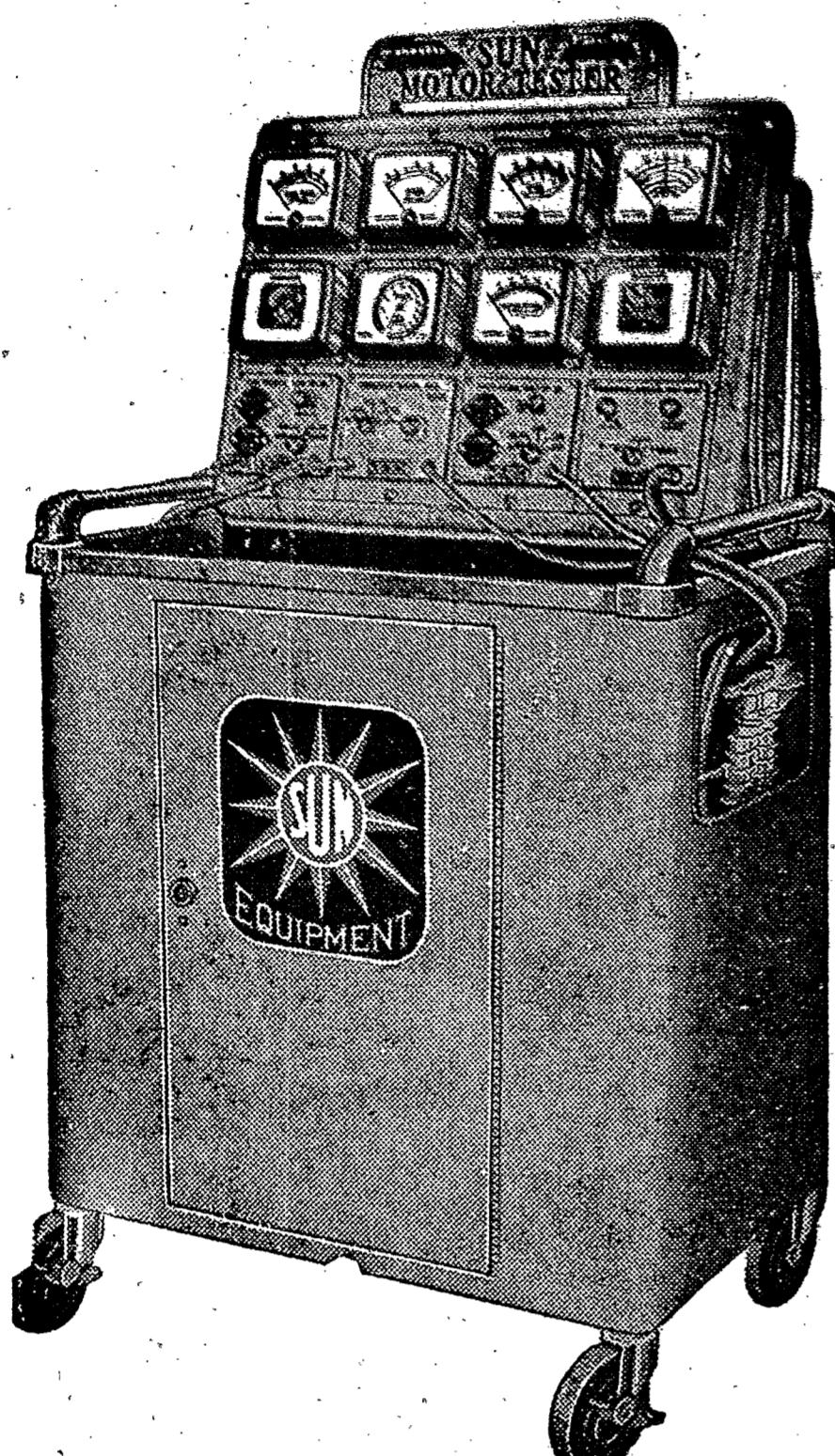
STRENGTH

STABILITY

INTEGRITY

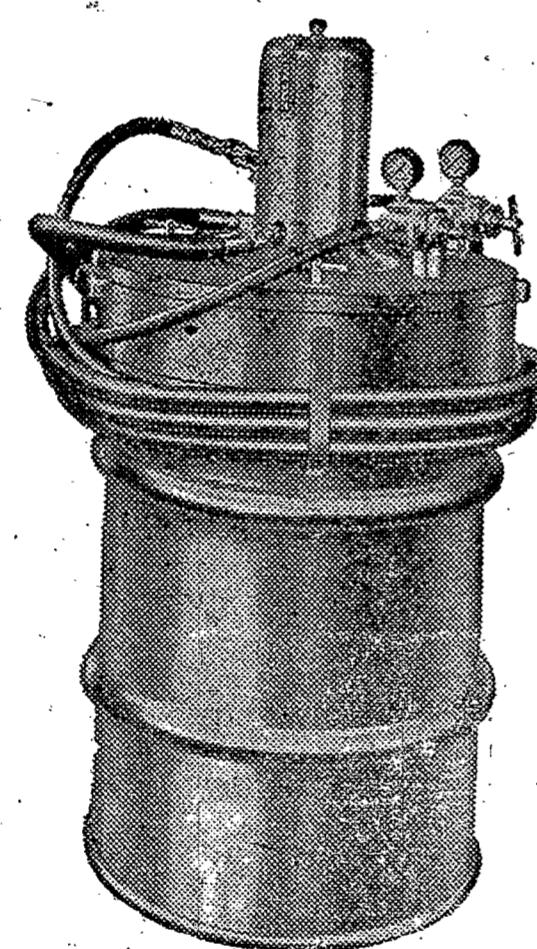
Member Federal Deposit Insurance Company

MORE PEOPLE DRIVE CHEVROLETS THAN ANY OTHER MAKE!



SUN MOTOR ANALYZER

This machine is the "MAGIC EYE" of all motor inspection. It takes all the guess work and delayed experiments out of motor work. Your motor is analyzed on this machine and the trouble is immediately located permitting us to correct it. A big saving because no parts are replaced that are not needed. Bring your car in for a motor analysis—it may save you many dollars in gas economy.



GRACO UNDERCOATING UNIT

A new type powerful pump unit sprays underseal thoroughly under high pressure to all sheet metal under car surfaces including engine hood. A rubber like permanent coating that lasts indefinitely. Seals up all cracks between jointing metal parts and eliminates body noises and annoying rattles. When undercoated your car becomes quiet and feels like a new car. Come in and see some of these under coat operations in our shop.

BECAUSE CHEVROLET GIVES IT'S OWNERS THE MOST VALUE IN APPEARANCE, DEPENDABILITY AND SERVICE

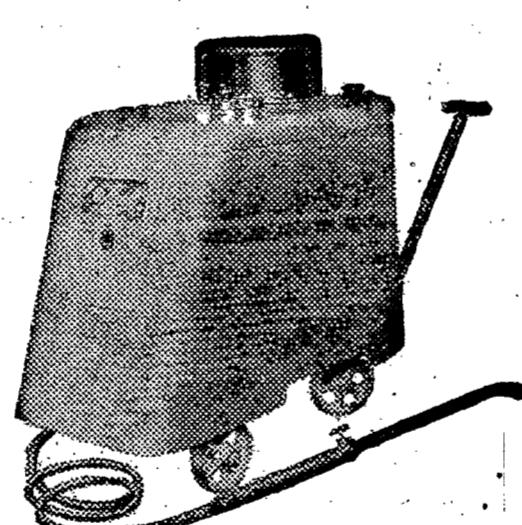
In all parts of America—year after year the story is the same: More people are buying more and more Chevrolets than any other make just as they have been doing for the past 17 year period. It's always the BIG QUALITY CAR AT THE LOWEST PRICE—the most for your money.

Here too—you will find fast dependable Chevrolet service. The largest part stock in Hancock County. Factory trained man power with the Chevrolet know how. You will also find the latest up-to-date tools and machinery. No long delays here. Please note the master precision machinery shown on this page. All of which and more you will find in our modern service department.

You are invited to inspect the Hancock County Chevrolet Home thoroughly.



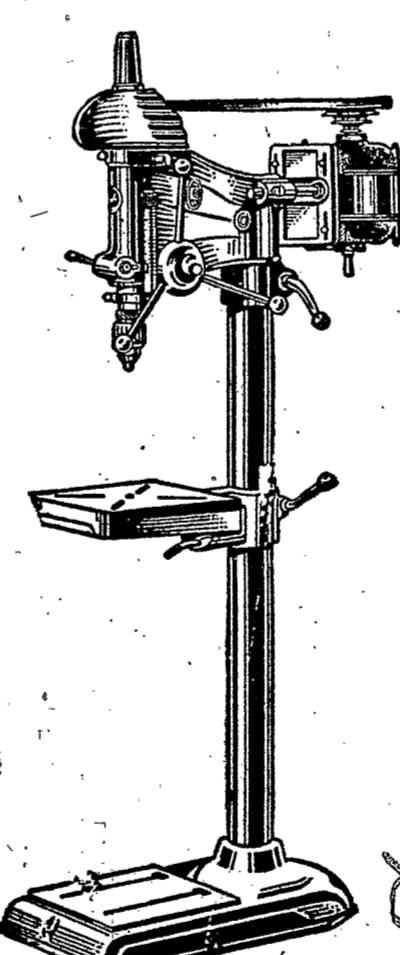
When your car or truck is on this elevated twin post hoist you may walk under it freely and examine it thoroughly and know that everything is in good order. You may watch under car repairs being made, etc. This twin post hoist is used for perfect under-coating jobs. Every under-car metal part requiring under-coating is reached. To save your car on this salt water and rusting metal Gulf Coast have your car or truck steam cleaned and undercoated. Watch this work being done here.



HYDRO-PRESSURE

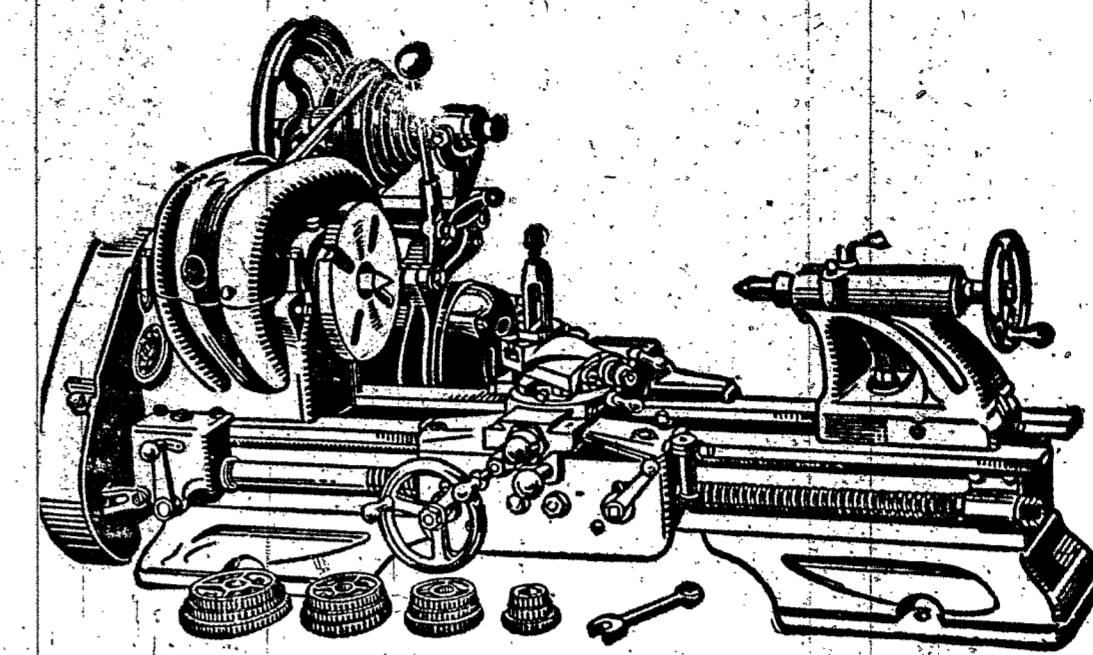
JENNY STEAM CLEANER

Automatic high pressure cleaner removes all road dirt mud, oil, grease and coast salt water deposits on under metal. Indispensable for making cars and truck ready for under coating. Cleans motors like new.



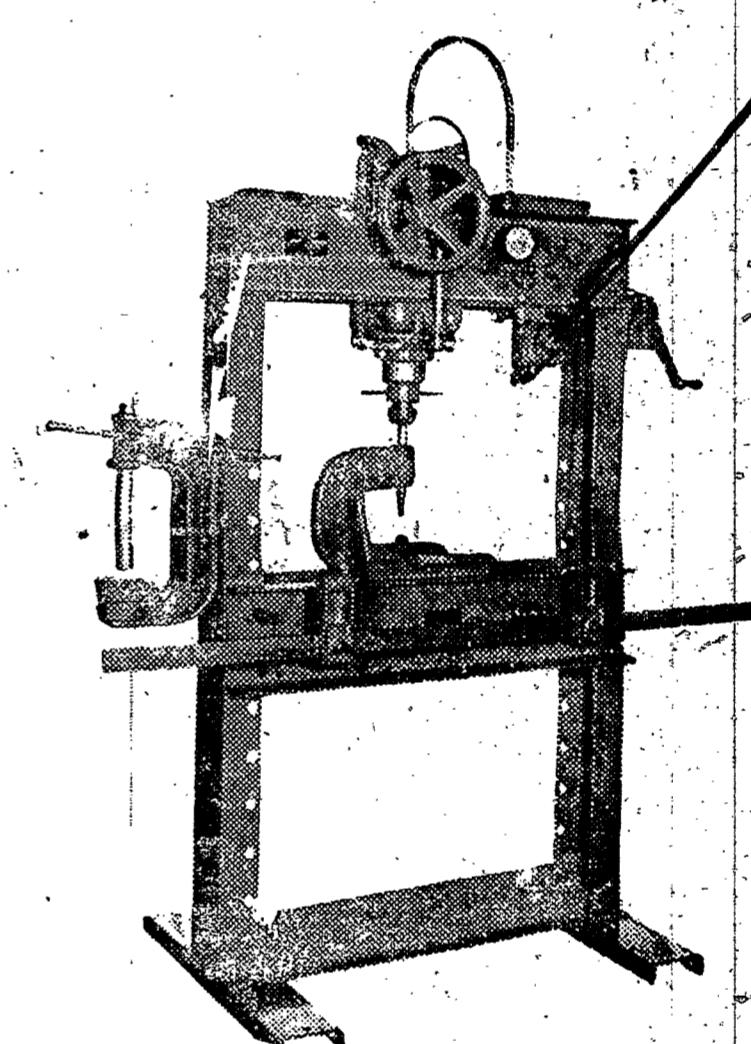
ATLAS DRILL PRESS

For accurate fast drilling. Saves time and money. A most vital multi-purpose tool in our shop.



SPECIAL ATLAS SHOP LATHE

For quick service on many operations where parts must be turned down, special bushings made, etc. and other work quickly done to get your car or truck running.



HYDRAULIC POWER PRESS

60 to 100 tons. High and low pressure. Movable fast operating ram. This piece of heavy shop equipment is indispensable for heavy pressing on gears, axles, hubs, and many other heavy duty operations.

**24 HOUR
Wrecker Service...**

CHEVROLET And Only **CHEVROLET IS FIRST**
GULF CHEVROLET COMPANY

"See Al Voight Today"

Bay St. Louis, Miss.

Phone 102

Coast Electric Power Association

IS AN ASSET TO

SOUTH MISSISSIPPI

WE JOIN IN EXTENDING SINCERE
CONGRATULATIONS
AND
BEST WISHES
ON THEIR
TENTH ANNIVERSARY

GEX and CUE

CONSTRUCTION DIVISION
Cliff Ferrell, Manager

Bay St. Louis

Phone 9



MISS ALBERTA BEYER

Miss Alberta Beyer, bill clerk for the Coast Electric Power Association was employed as clerical worker in the office in 1946, and has been in her present position since March, 1948. Miss Beyer is a native of Bay St. Louis and a graduate of St. Joseph Academy. She was previously employed as a bookkeeper for the Cue Oil Company of Bay St. Louis.



MRS. GLADYS CHAPMAN

Mrs. Gladys Chapman has been in the employ of the Coast Electric Power Association since March 1942. She began as a general office clerk and at this time, her duties are multiple, and is classed as utility clerk. She fits into nearly every position in the office. Mrs. Chapman is the former Miss Gladys Weston of Logtown.

Waveland News

Waveland is very proud of having six boys playing on St. Stanislaus football team. The boys are Walter Turcotte, Levy and Charles Ladner, Jimmy Landry, L. J. Uhle and Buddy Cravetto.

We are glad to report that Mr. Ed Stuhr is getting along nicely and expects to be home soon.

Mrs. Roger Bordages spent Monday in New Orleans.

Capt. C. M. Torgerson flew from New York to Marsaille, France via Paris on a business trip.

Mr. and Mrs. T. P. Hickey and family spent the week end at their cottage on South and Pine Sts.

Mr. and Mrs. Guy Keefe have purchased a house on Market Street.

Mr. Harold E. Moore has purchased the home of Mrs. Mattie Smith in Waveland Park.

Mr. and Mrs. J. Kramer of Jennings, La. spent a week at their cottage here. Dr. Kramer spent his time fishing and was well pleased with his catch. He said he would return to Louisiana and show his friends what he caught on the Mississippi Gulf Coast.

The many friends of Mr. P. B. Berkes are glad to know that he has returned from the hospital and is doing nicely.

Let's all sing Happy Birthday to Little Miss Aggie Bourgeois, daughter of Mr. and Mrs. Sidney Bourgeois who celebrated her second birthday on Sunday. Mr. and Mrs. Jake Schwander and family came over from New Orleans for the occasion.

Ott Brockman, after spending two weeks in the Baptist Hospital is home again convalescing from an operation. Ott would be glad to see his many friends.

Mrs. Bessie Todd Velters of Moss Point visited Mrs. Roger Bordages and Mr. Sidney Carrion on Thursday.

Mr. and Mrs. Bob Angelle visited their parents Mr. and Mrs. Henry J. Angelle over the week end.

Mrs. A. B. Favre, Jr., Mrs. Louis Collier and Mrs. W. E. Tucker motored to New Orleans on Monday.

Miss Rosemary Holderith spent the week end in New Orleans.

"Everything To Build Anything"

Why Pay \$1.15 And \$1.25 For Cement When Superior

Supply Co. Will Sell It To You For .98c

Just Received Another Car Of Insulated Sheet Rock

WE WILL DUPLICATE OR REPAIR YOUR OLD DOORS & SASH
IN OUR MILL WORK DEPARTMENT

SUPERIOR SUPPLY CO.

Roger Heitzmann
Phone 882

Carl Heitzmann
309 Third St.

CLASSIFIED ADS.

PHONE 371—for your hauling problems. Large or small. V. A. MORREALE.

Sandwiches to take out! Hamburgers our specialty. Hain, Beef Poor Boy. Sunshine Ice Cream Shop. 120 N. Beach. Next to A. & G. Theatre. 6181tch.

MONUMENTS

For the best in monuments and markers see EMILE PIAZZA, representative for Granite, Marble and Bronze. Phone 739-1J.

STEP LADDERS

5-6-7 and 8 foot. R. F. (Dick) Mestayer Lbr. Co., Waveland, Miss. Phone 1167-J.

SPRING CHICKENS

Alive or dressed. Free delivery. A. W. Moore. 622 Dunbar. Phone 385.

Rabbit Hounds and pups, all ages. J. D. Mollere. Phone 176-J. Dunbar Avenue.

Sewing Machine Repairing—All work guaranteed 30 days. A. S. Costello. Phone 2924-J. Gulfport, Miss. 1081tph.

SALESMEN WANTED

Rawleigh Business now open in Hancock County. 1000 families. Products sold 30 years. Excellent opportunity. Full time. Nearby dealer making sales of \$100 or more weekly. Write at once. Rawleigh's Dept. MSJ-800-189. Memphis, Tenn. 10815-22 pd.

APARTMENT FOR RENT

Furnished or unfurnished—living room, bed room, kitchen with breakfast nook, bath, separate front and rear entrance. 802 So. Beach. 1083tch.

Attractively Furnished Apartment—living room, bedroom, kitchen, both, large closets. Mrs. C. C. Ferrell. Phone 437-M.

FOR RENT

Large Unfurnished Apartment. Centrally located. Phone 395-W.

FOR RENT

TARPAULINS—50 cents per day—95 cents minimum—Mestayer Lumber Co. Phone 1167-J. Chg.

FOR RENT

Concrete Mixers with or without operator. Mestayer Lumber Co. Phone 1167-J. 791tch.

FOR RENT

Attractive Cottage, completely furnished, frigidaire, week or month. Twin Oaks, Phone 316-M. 924tch.

FOR RENT

New Furnished Cottage, heat and refrigeration—3 rooms and bath. Now available. 107 Hill Crest Avenue, Box 234. Phone 566-W. 1081tph.

FOR RENT

Apartment at Mae's Candy Shop. 444 Ulman Ave. 1082tph.

NOTICE

The dental office of Dr. J. A. Evans will be closed Wednesday, Thursday, Friday and Saturday of next week. 1981tph.

FOR RENT

Apartment in down town section. Can be used as an office or as living quarters, 1 block from beach. 131 Main Street. Tel. 165-M. 1081tch.

FOR RENT

Furnished room in private home. No objection to children. Nice surroundings, near business section. Schools, etc. 111 Carroll Avenue. Tel. 361-M. 1081tch.

WANT TO BUY

Seedling Pecans. Francis Lee Brun. Old Spanish Trail on Highway 90. 1081tch.

FOR SALE

1941 Buick Torpedo Two Door. Very Good condition. Lee's Service Station. Phone 117. 924tch.

FOR SALE

Cheap. One 1936 LaSalle Ambulance—can be converted into truck. Phone 30. 1081tch.

FOR SALE

Good Mule, Pigs, and Hogs, any size. Fred Garner. Phone 867. 1081tph.

FOR SALE

2-Used 35000 BTU Rheem Floor Furnaces. Phone 1193. 1081tch.

FOR SALE

11 Hens and rooster. Reasonable. Phone 592-R. 1081tch.

FOR SALE

One Dining Room Set—table, china closet, buffet and 4 chairs. Apply 419 Main St.

FOR SALE

One new Box Springs. One new Innerspring Mattress to match. Reasonable. Phone 373-X-R. 1081tch.

FOR SALE

New Home Sewing Machine. First class condition. Apply Citizen St. Across Spanish Trail. Call after 5:00 o'clock. 1081tch.

FOR SALE

Five rooms, bath, large front porch, gas, lights, water. Has 1 1/2 acres land. Plenty of grafted pecan trees, fig and other fruit trees. Large barn, garage with concrete floor—Two blocks from beach. Will sell for \$5,000. No offers. Several good lots on DeMontuzin Avenue from \$250 up. See me for your GI and FHA loans.

GEORGE E. HEITZMANN
Real Estate Agent
211 DeMontuzin Ave.
Bay St. Louis, Miss.
1081tch.

Fuses are safety valves for your electric system. Never replace a blown out fuse by a coin or a wrong size fuse.

The Work And Importance Of Your County Health Unit

By WAYNE ALLISTON
(Milk Inspector, County Health Department)

In 1942, the dairy industry in Hancock County was in its infancy. There were approximately forty dairies in production, with barely half of them being served by the R. E. A. By the middle of 1943, such items as transformers, wire and meters were almost non-existent as far as civilian use was concerned. The war effort was getting in full swing.

Dairies were being built in Hancock County to help supply the coastal milk shortage. The REA was frantically trying to service these new dairy farms, but shortages became worse and new barns were being built daily. The REA lost ground in its fight to keep up, and in the fall of 1946, fifty three of the one hundred and thirty-five dairy farms were without electricity.

Due to the extreme shortage of milk on the Mississippi Gulf Coast, public health authorities had to overlook many violations of the sanitary code and were forced to use makeshift appliances in many instances. Absence of electricity was to blame for many of the violations. Many dairies were started in locations where REA service was unavailable, and a frightening percentage of these closed in a few months because the milk produced could not meet the minimum standards of quality.

Most people understand the watchful eye that public health officials keep on the milk industry. Any dairyman, whose milk barn does not meet the necessary physical requirements and whose milk falls below the standard in bacterial content, is immediately degraded by the health department and his milk is an unsalable product. Electricity has minimized his chances of not being able to meet his requirements.

As of October 1, 1948, there are one hundred and fifty three dairies selling approximately four thousand gallons of Grade A milk daily. This phenomenal rise can largely be attributed to the miles of REA lines that cover Hancock County. New dairies are being constructed daily, and all dairy farms now in operation are served with electricity.

Electricity means many things to a dairy farmer. Labor costs are cut to practically nothing, bacterial standards are easily met, physical requirements for the milk barn such as instant cooling and running hot and cold water do not entail hours of back breaking toil, and the percentage of rise in the standard of

living cannot be evaluated in any terms.

The milking machine, operated by an REA served electric motor, has greatly reduced the dairyman's need for labor. One man is able to do the work of four men with the automatic milker, and the quality of the milk from a machine is estimated to be fifty percent above that produced by hand milking.

The electricity operated milk cooler will ring the temperature of ten gallons of milk from 99 degrees F to 50 degrees F in one hour. The small electric automatic dairy hot water heater furnishes plenty of hot water for cleaning purposes at an average cost of less than one dollar per month. These two electrically operated appliances will turn milk of good quality into one of first grade quality, and Hancock County produced milk is in demand from many sources.

Dairy farmers are no longer quitting business, but due to the REA and its network new barns are dotting the country side.

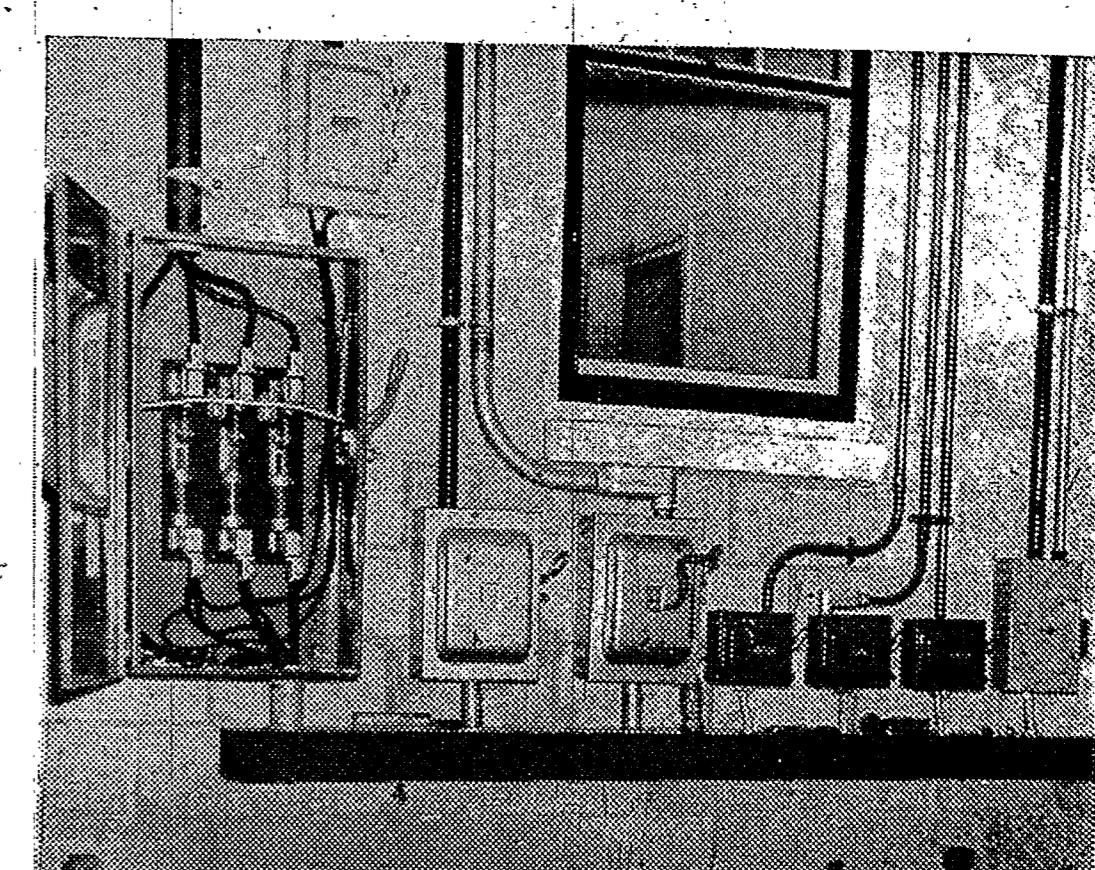
BOARD OF DIRECTORS



The present Board of Directors, with their attorney and former manager of the association are pictured above. Reading from left to right: front row are: F. J. Morris, C. C. Ferrell, former manager; C. W. Fountain, President; John Rester, George Pearson, Isaac Frierson, Secretary. Back row: Ernest Clark, Aden Bellew, A. S. Carter, Harvey Burks, Willie Pearson, Randall Rester, Fred Ladner, Robert L. Genin, Attorney for the association; B. F. Morris, James L. Crump and Weldon E. Shaw.



Wayne Alliston, Hancock County Milk Inspector, and Dairyman McCoy Shaw are talking over the finer points of the electric operated milking machine.



The Phase Main Service entrance switch and branch circuit switch feeding 3-phase motor load at the Newman-Cobb Creamery in Harrison County.

CONGRATULATIONS

To The Coast Electric Power Association

On Friday, October 15th, and all of Saturday, October 16th, participating in the Rural Electrification Association's Membership Meeting and Appliance Show, to be held in the Bay High School Gymnasium, STEVENSON'S RADIO & ELECTRIC SERVICE will have a booth in which there will be an up-to-date and interesting appliance display.

Three handsome prizes—a WEAR-EVER PRESSURE COOKER, a WESTINGHOUSE AUTOMATIC IRON and a TELECHRON KITCHEN CLOCK will be awarded three lucky persons attending the show and will make a visit to this booth especially worthwhile.

This show is being made possible by the combined efforts of our local and neighboring merchants in cooperation with the Coast Electric Association, an organization which has rendered an admirable service to this section in bringing electric service to the rural sections and providing a handsome payroll to a great number of people.

Your attendance on October 15th and 16th at this show will show your interest and pride in this great endeavor. Also every person attending will be requested to register and be eligible to win one of the three above named prizes. So don't fail to register at STEVENSON'S RADIO & ELECTRIC BOOTH at the Rural Electrification Meeting and Appliance Show.

Now you can cook

FASTER — EASIER — BETTER

with a New

Frigidaire

Automatic Electric Range



Here are just a few famous FRIGIDAIRE features

- Full-width Storage Drawer
- Cook-Master Oven Control
- Surface unit Signal-Light
- Automatic Time-Signal
- Fluorescent Cooking-Top Lamp
- All-porcelain cabinet
- Acid-resisting porcelain cooking-top
- Automatic oven light
- and many other features you should see!

Model RX

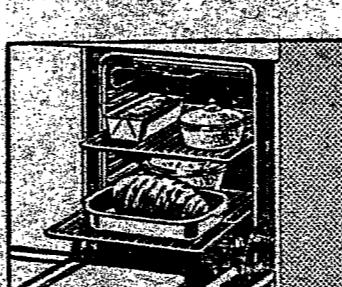
These features bring you safe... clean... cool cooking

Radar-ube 5-Speed Cooking Units

These exclusive units give you steady, instant heat every time! Only Frigidaire has them!

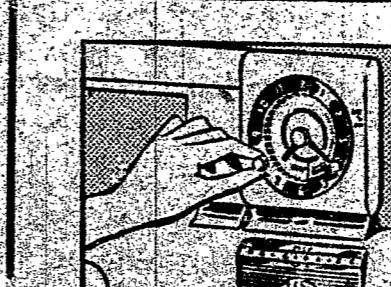
Even-Heat Oven, Large Size

1-piece porcelain. Easy to clean. Extra thick insulation. Heats to baking temperature in 5 1/2 minutes. Waist high broiler.



Thermizer Deep-well Cooker

It's a 6-quart deep-well cooker with Thriffo-Matic switch. Can be changed to an extra surface unit in a jiffy.



Cook-Master Oven Control
Put in a meal, set the lock for storing and fitting time... and forget it. Cooks a whole meal while you're away.

Stevenson's

Radio & Electric Service
Phone 129-Bay St. Louis.

Sweetheart, Wife, Sister, or Mother THRILL HER THIS CHRISTMAS with a Lovely LANE Cedar Chest



Join our

LANE Christmas Club Now

And Be Sure She Has Her Lane for Christmas!

It's the Real Love-Gift—the Gift that Starts the Home!

We have on display a complete assortment of gorgeous Lane Cedar Chests—finished in finest woods of the entire world, in styles to harmonize with any

other furniture! All have Lane's exclusive, desirable quality features! Free moth insurance policy goes with every chest. Come in today.

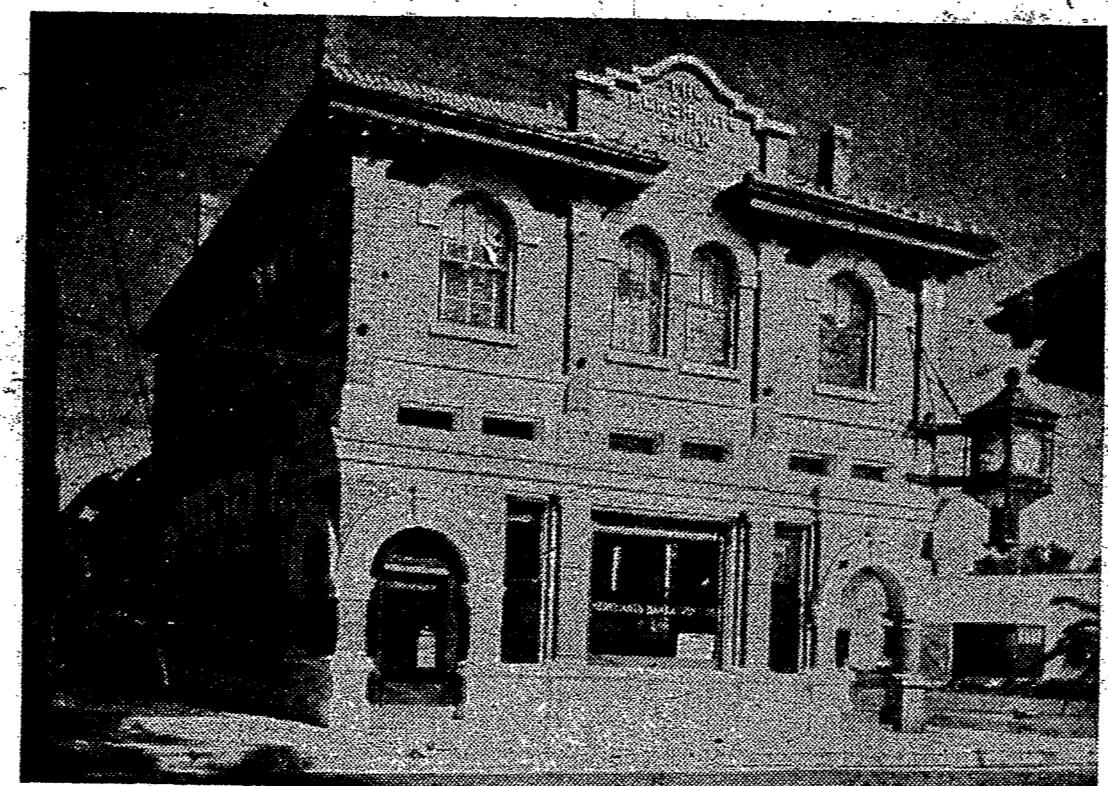
Act Now! LAY-A-WAY a LANE Today!
TAKE YOUR TIME TO PAY!

FURNITURE DEPARTMENT

W. A. McDonald & Sons
Bay St. Louis, Miss.

CONGRATULATIONS
ON
THE PROGRESS
OF THE
COAST ELECTRIC POWER ASS'N

RMA



RMA

We extend a Cordial Welcome to your Membership, many of whom are our customers of long standing, to Bay St. Louis for your Annual Meeting on October 16th, 1948, and we invite them to visit with us on this occasion.

We also salute your 10th Anniversary of Achievement in bringing to the many homes you serve, electric power for comfort, pleasure and conveniences of your members.

Merchants Bank & Trust Co.
Merchants Insurance Agency

BAY ST. LOUIS, MISS.



A. C. Kirchmann
A. C. Kirchmann is the office manager and bookkeeper of the Coast Electric Power Association in which position he began work on April 10, 1947. Mr. Kirchmann is a certified public accountant and left public practice to accept his position with the association.

Mr. Kirchmann served as head of the State Accounting department for two years, under Joe Price, State Auditor, and for six years was Building and Loan Supervisor in Mississippi. For three years he was Secretary-Treasurer of the National Association of Building and Loan Supervisors.

He is a veteran of World War I and is past commander of Henry Graves Post No. 1, Jackson, Miss.

The Sea Coast Echo

City Echoes

Mrs. Francis Wilson of New Orleans was visiting friends here this week.

Dr. and Mrs. T. B. Sellers have returned from a three weeks vacation spent at Colorado Springs.

Miss Jane Blair was a guest at the Southern Yacht Club on Saturday for the regatta given for the coast clubs.

Mr. and Mrs. Charles Collins of New Orleans spent a few days here last week at their home in Cedar Point.

Miss Nora Collins of New Orleans spent Saturday and Sunday here as the guests of Misses Alice and Elsie Sporl.

Mrs. Alice Buckley spent the past weekend here as the guest of Mrs. W. A. McDonald. Mrs. Buckley visited other friends while here.

Richard Berne of Covington, Virginia, spent a week here with his uncle C. B. Penrose, Sr., and Mrs. Penrose, at their home in Waveland.

Mr. and Mrs. G. W. Hillis of Pascagoula and their daughter Miss Cleo Hillis of New Orleans were visitors to Bay St. Louis this week.

Mrs. Fred Pitcher of Mexico, Missouri, is visiting her son-in-law and daughter Mr. and Mrs. John J. McDonald.

Work has begun on the building of the concrete walks at the first Baptist Church. Plans are being made for the landscaping of the grounds.

Mrs. Roy Chrastil was called to Lincoln, Nebraska, this week on account of the serious illness of her grandfather. Mr. and Mrs. Chrastil are connected with W. A. McDonald & Sons.

Mrs. Lester F. Alexander and her mother spent Tuesday in Bay St. Louis attending to business and seeing friends. The Alexanders are former residents of Bay St. Louis.

At the invitation regatta given at the Southern Yacht Club at West End New Orleans on Saturday for the Coast Clubs, Billy Richardson captured the trophy of the Pass Christian Club in the Star Boat Class.

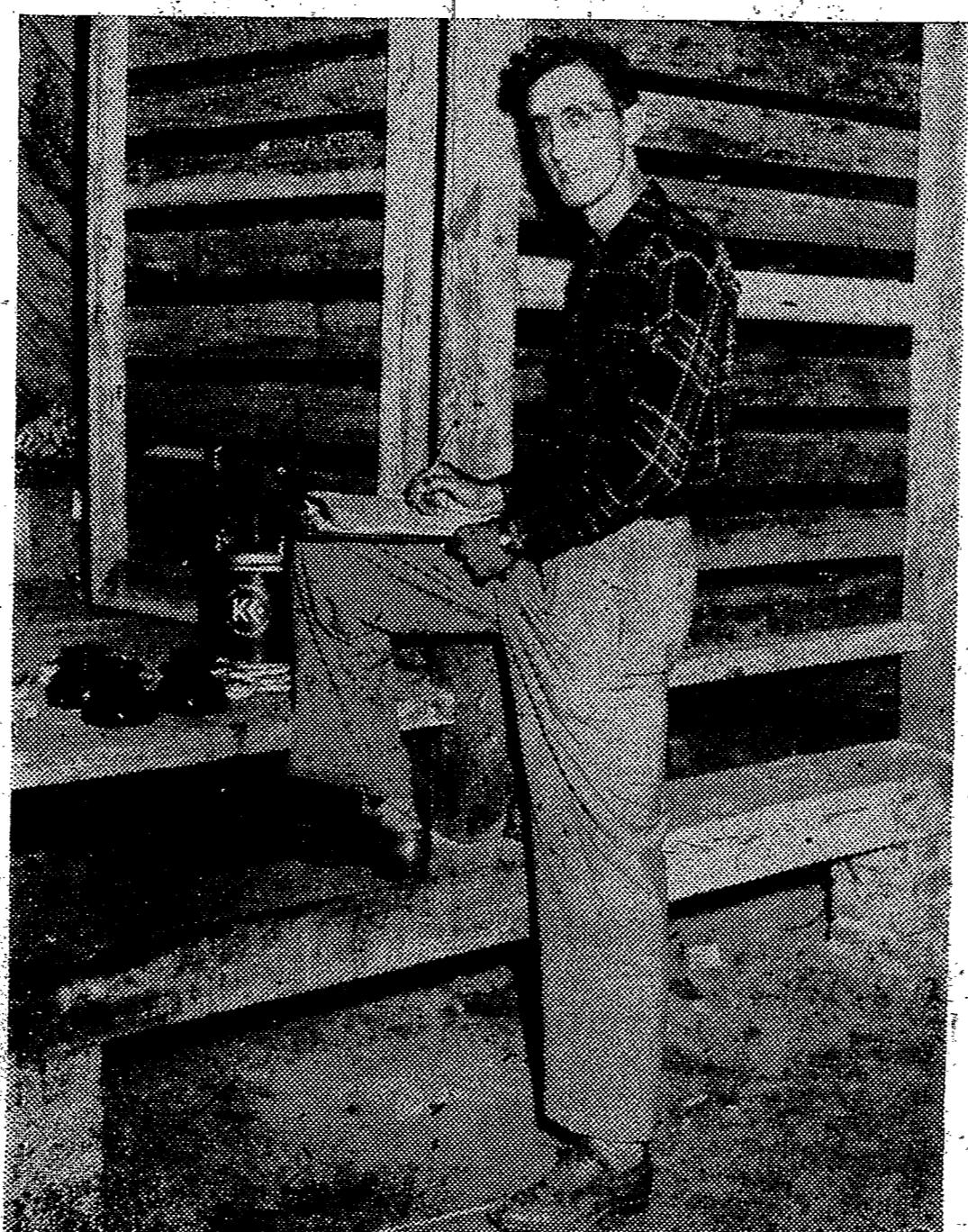
Mr. and Mrs. R. J. McCulloch of Albion, Montana, will arrive here on Sunday to spend a few weeks with their son and daughter-in-law Mr. and Mrs. Don McCulloch and children.



MISS MARY FRANCES SCAFIDE

Miss Mary Frances Scafide has had charge of the posting and adjusting in the office of the Coast Electric Power Association since January 1947. She was formerly general office clerk and had held that position from July 1946, when she began working in the Co-op office.

She is the daughter of Mr. and Mrs. Arthur Scafide of Bay St. Louis, a graduate of St. Joseph Academy and of Gulfport College. Before entering Gulfport College she had attended Louisiana State University for one year.



JAMES ANSLEY

James Ansley is the material and work order clerk for the Coast Electric Power Association. He started working for the Co-op in May 1948 as an assistant to the construction engineer on "R" Section.

James is a native of Bay St. Louis, a graduate of Bay High School, and attended Mississippi State for three years in the school of engineering.

He served three years in the airforce during the World War, and was overseas in the European Theatre of operations for more than 18 months.



Besides A Full Line Of Southern Yellow Pine--We Have In Stock For Your Convenience The Following Items

Corrugated Galvanized Iron

Sheet Rock

Creosoted Wharf Material

Cement, Sand and Gravel

Concrete Culverts

Slag Building Blocks

Fencing

Plywood

Wall Boards

Johns-Manville Roofing Products

Paint-O-Plast

BLP Mobile Paint

Concrete Mesh Reinforcement

Terre Cotta Pipes And Fittings

Nails, Polished and Galvanized

Hardwood Flooring

Step Ladders

Mercury Outboard Motors

Also for your convenience we have

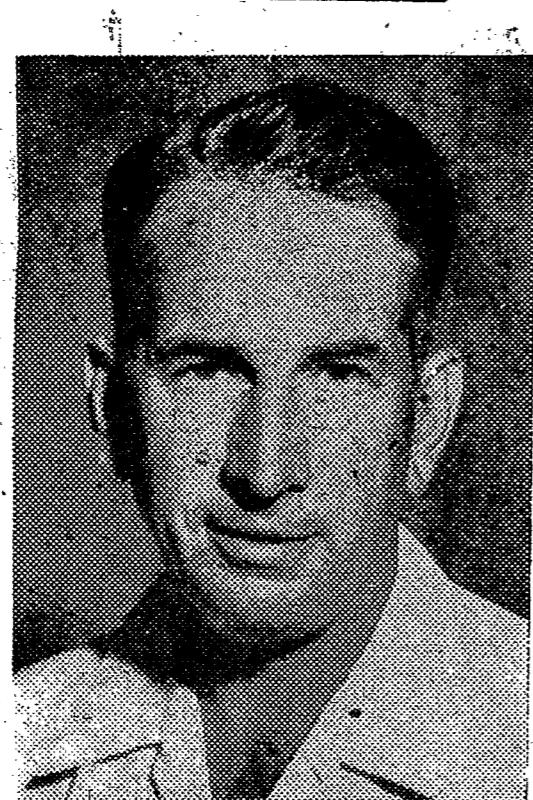
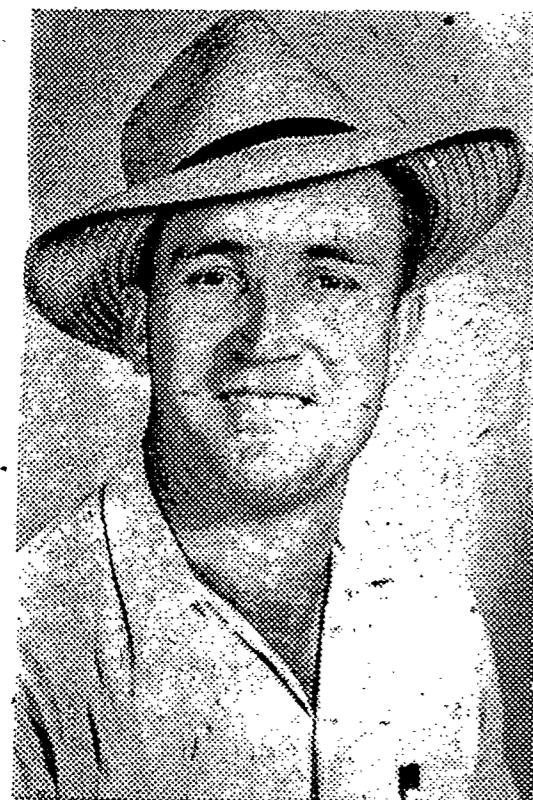
For Rent Concrete Mixers and Tarpaulins

Prompt Delivery and Courteous Service

R. F. "Dick" Mestayer LUMBER CO.

Waveland Ave. and At R. R.

Phone 1167-J



ARTHUR MILLER

Arthur Miller began working on REA construction with J. R. Rollins, construction engineer, and was employed by the Coast Electric Company in 1941 as a lineman's helper under J. T. Williams. He worked with Mr. Williams for 11 months and then with Frank White for a period of 5 months and when Mr. White resigned to take a job in Oklahoma, he was assigned the lineman's job.

At the present time he is maintenance man for a part of Hancock County and 45 miles of line in Harrison County.

Arthur is married to the former Miss Hazel Bourgeois and they have three children.

J. WILLIAM WATTS
J. William Watts, Jr., who is operations superintendent for the Coast Electric Power Association started working for the Co-op in April 1945 as Assistant to the Manager.

He is a native of Bay St. Louis and a graduate of Bay High School. He is married to the former Miss Virginia Chapman and they have three sons.

Prior to his employment with REA, Bill was superintendent of Maintenance for the Chapman Air Service in New Orleans, who were engaged in training students for naval aviation.

BIG VARIETY FALL SALE

Ladies Head Scarfs	69c
Diapers, Reg. 2.98, dozen	2.19
Plastic Bib Aprons, Reg 49c	37c
Towels, Seconds, Values 49c, special	35c
Face Cloths, 19c values	9c
Oyster Gloves, 39c value	27c
Metal Waste Baskets	49c
Enamelled Roasters	98c
Galvanized Pails, Reg. 59c	37c
Wood Chopping Bowls	49c
Rag Rugs	1.19
Bath Sets, Reg. 2.25	1.59
Deft Tissues	21c

SALE BEGINS OCT. 7 AT 8 A. M.

CLOSES MONDAY 5:30 P. M.

No Orders Taken Before or Later Than Above Dates
No Telephone Orders

Kern's 5c & 10c Store

Mr. and Mrs. Gaston Durieu of New Orleans, were guests here of Mr. and Mrs. N. L. Carter. The Carters and their guests attended the "Vanderbilt-Alabama" game at the Ladd Memorial stadium in Mobile on Saturday.

Mr. Elmer Boyd spent last week end here with his mother Mrs. Carmelita Saucier and family. Mrs. Boyd has returned to Jackson where she has accepted a position while Corporal Boyd is overseas. He is with the U. S. Army and has recently been returned to overseas duty.

Mr. and Mrs. N. L. Carter left Wednesday for a trip to New York and the New England coast. The Carters are making the trip by auto and are anticipating an enjoyable one in the season when the scenery is at its best. They will be gone about three weeks.

Mr. and Mrs. Leroy Nelson have sold their home in Fort Worth, Texas, and are again making Bay St. Louis their home. Mrs. Nelson is with her father Mr. George Sezenau, in his home in Kellar Avenue and Mr. Nelson who is with the California Oil Company in New Orleans commutes.

G. & T. Food Store

PHONE 9137

WE OFFER FOR WEEKENDS OF—
OCTOBER 8TH AND OCTOBER 16TH.

Factory Packed

SUGAR

5 lbs. 40c

Dixie Dandy Dry RED KIDNEY BEANS 15 oz. Can 10c

Kounty Kist PEAS No. 2 Can 2 for 29c

Del Monte TOMATO SAUCE 2 for 15c

Armour PORK & BEANS No. 2 1/2 Can 23c

Pure LARD, lb. 27c

Obelisk or Light Crust FLOUR, 25 lbs. 1.99

No. 2 1/2 Can FRUIT COCKTAIL 45c

Any Brand CIGARETTES 1.93

Any Brand Evaporated MILK, 2 for 29c

No. 1 Side SALT MEAT, lb. 29c

BUTTER, lb. 74c

Sliced BACON, lb. 57c

Cooking OIL, Gallon 2.87

10 1/2 Oz. Can APRICOTS 25c

Kent Farm TOMATOES No. 2 1/2 Can 15c

Jewel OIL, Bt. 79c

University, Miss., Oct. 5—Petite 18-year-old Kay Ford of Bay St. Louis who fooled all her friends last summer when she decided to work in a hospital, is the first student to sign up for the new training course for nurses at the University of Mississippi.

Daughter of Mr. and Mrs. Leo G. Ford of Bay St. Louis, she finished the high school course at St. Joseph's Academy last May and decided to work for the summer. Because her mother was a member of the board of the King's Daughters and Sons Emergency Hospital, Miss Ford picked a job as nurses aid although "everybody knew I wouldn't stay

there."

"I definitely was not interested in being a nurse at all," Miss Ford recalled. "It was too hard."

But three months later, "I decided there was nothing I like better so I fooled everybody, including myself," she added.

Enrolled as a freshman in the Department of Nursing, Miss Ford will take the four and one-half year course leading to the Bachelor of Science degree and a Diploma in Nursing. She will take liberal arts subjects for her first two years at the university, the remainder of the course deals with clinical practice.

Mr. and Mrs. Ben Casanas have closed their Waveland home and to New Orleans where they will make their home for the winter.

Mr. and Mrs. Charles H. White spent the past week end here with Mrs. White's parents Mr. and Mrs. F. J. Nelson. The Whites have recently purchased a home in Metairie, Louisiana.

YOUR MANAGER REPORTS

On October 15th, the day before the members meeting, I will have been your manager for exactly 3 months. This has been a busy 90 days. We've installed automatic voltage regulation at Derby and Picayune, as well as a booster regulator at Woolmarket. We've rearranged our office in an effort to provide better facilities to handle your business; we've secured a warehouse, consolidated our material into it and employed a stores clerk to set up and maintain perpetual inventory on the hundreds of items of



material it takes to build and maintain lines. We've managed to secure enough material to enable us to proceed with our construction program. Your manager recently made a trip to Washington to request immediate consideration of plans and specifications for building 124 miles of line. I am happy to report to you that the REA, cooperating 100%, did review these plans and have just given us the O.K. on them. Our engineers have notified 66 contracting firms of the pending construction and the Board, at a special

meeting on October 14th, will open the sealed bids on the work. We will be able to announce the successful low bidder to you at the meeting on the 16th.

After the bids are reviewed, the contract is forwarded to the REA in Washington for their review and approval, providing it is satisfactory. This will take up to 45 days—then our engineer notifies the contractor to begin work—this must be done in 10 days, so if everything goes as now planned, we will get started about December 10th. I realize that this information is not of great interest to you members already receiving service, but most of those eager awaiting electric service are kin folks—neighbors, friends of yours, so we want to get the word to one and all that we here at headquarters are doing our best to reach that goal we have set—to make possible electric service at cost of every one in the area we serve. We will not stop until that goal is reached.

You will have received the official notice of the meeting by the time you read this. You will see in this notice a list of the members nominated by the nominating committee—others will probably be nominated at the meeting. Let me again point out that the election of

your Board will probably settle on a headquarters building location at their October 14 meeting and we will report to you on the matter at the meeting on the 16th. We plan to build a modern, fireproof building to house all our facilities—general office, warehousing and garage, space. The architectural firm of Biggs, Weir and Chandler of Jackson has been employed by your Board to study our needs and prepare plans for their consideration. We will report to you on this as soon as possible.

Your manager is anxious to know your opinion on our present arrangement of collection agencies. Direct payment of bills—that is, a direct remittance by check or money order to this office makes it

FOR THE SOFTEST RIDE YOU'VE EVER HAD—ON ONLY 24 LBS. OF AIR!



The amazing new Super-Cushion gives you new ease in car handling... greater mileage than the best standard tires... less driving fatigue from shocks, jolts and vibration... extra resistance to blowouts, cuts and bruises.

The NEW Super-Cushion by GOOD YEAR

Super-Cushions will make a big difference in your car's road performance, and your driving pleasure whether your car is old or new. Stop in today—we'll buy the unused mileage in your present tires.

NEW TUBES SAVE TIRES

....Arceneaux Super Service....

DEALER FOR
THE NEW AERO ENGINEERED
AUTO OF TOMORROW "THE KELLER"
SUPER CHIEF AND CHIEF AUTOMOBILES



plex job. Know your linemen—call him when you see a loose guy wire, or an arcing insulator, anything you think deserves attention, he and your manager will appreciate it. We have one man that we couldn't get cornered long enough to take his picture—he is Mr. L. E. Shaw, our right-of-way man. Mr. Shaw has been helping the Co-op for some time after Bill Watts took over as Operations Superintendent, we had to have someone full time in the field checking on planned lines and clearing the way for them to be staked and built. We think we're lucky to find a man like Mr. Shaw.

May I again ask you to let us know of any condition on our lines that you think needs attention. We are glad to chase down two or three reports that don't cause trouble to learn of one that is causing trouble... As an example, we had a certain section of line that continually gave us trouble, which we finally located in a faulty lightning arrester, but only after numerous outages and many hours of examining the equipment over a wide area. When the lineman located the trouble a bystander remarked, "I saw that thing flashing fire a week ago"—If that person had reported what he saw, when he saw it, he would have saved the Co-op at least \$100.00 and prevented several outages that inconvenienced some 150 of our members. With over 1,000 miles of line in operation, and many of these miles located in wooded areas, we need all the assistance we can get from you in keeping tab on the lines. A tree limb hitting the line, a loose wire, any flashing at insulators—any of these reported will be appreciated greatly.

Editor's Note:—Mr. H. H. Shattuck, manager of the Coast Electric Power Association, had this article "Your Manager Reports" prepared for direct mailing to the membership and we urged him to allow us to use it in this issue of the Sea Coast Echo, which is dedicated to the Association instead of mailing it direct to the members.

W. A. McDonald & Sons

Home Freezer Headquarters

FIRST IN TOWN
WITH THE NEWDeepfreeze
HOME FREEZERSMuch-better washers!
Much-lower prices!

COME SEE

THESE NEW AND DIFFERENT BENDIX WASHERS!

They've just arrived in our store! Many new features never seen before... they can even put in their own soap!

COME SAVE AS MUCH AS '120!

Imagine! The world's favorite automatic washer for as much as \$120 less than other automatics... just a little more than ordinary, hard-work washers!



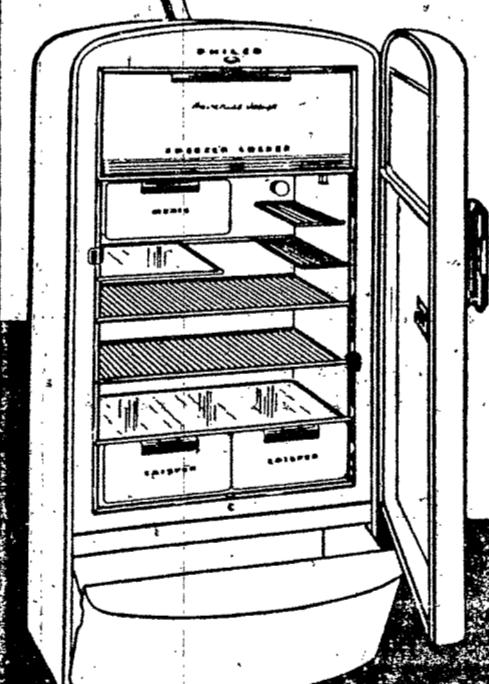
ONE BENDIX MODEL AS LOW AS \$199.95* Prices include normal installation

A cordial welcome awaits the members of the Coast Electric Power Association when they visit our booth on the day of their Annual Meeting, October 16, 1948.

When you call be sure and register for the drawing of the prize that we will give away on that day.

DEMORANS RADIO SERVICE

Railroad Ave.

SENSATIONAL NEW
PHILCO
Advanced Design
REFRIGERATOR
with Built-in
FREEZER
LOCKERFamous PHILCO
Features

- Freezer Locker—Huge clear space for frozen food, separate fast freezing ice tray shelf
- Cold Shelf—Philco Exclusive Auxiliary Cooling System cools food quickly and maintains temperature uniformly
- Defrosted Humidity with Summer-Winter Control—Adjusts humidity in refrigerator for every season and climate. No need to cover foods!
- 2 Deep Crisper Drawers—Keep fruits and vegetables crisp and fresh in moist cold
- Meat Storage—Extra cold, high humidity keeps meats fresher
- Large Vegetable Bin—For handy storage

NEW 1949
PHILCO
FM-AM TABLE RADIO

Here's quality FM at an amazing low price! Philco FM system specially designed for noise reduction and freedom from static. Model 903.

Phone 116

TREAT YOUR CHILDREN—AND YOUR

PURSE TO A PAIR OF

Peter's Weather Bird Shoes

THEY'RE ALL LEATHER

TO STAND THE WEATHER

White Soft Sole Infant's Shoes Sizes 0 to 3

White Roman Sandal Sizes 3 to 7½

Brown and White Saddle Oxfords All Sizes

Brown Moccasin Oxfords Sizes 5½ to 3

Brown Plain Toe Oxfords Sizes 4 to 3

Open-Toe Patent Strap Slipper Sizes 5½ to 3

Closed-Toe Patent Strap Slipper Sizes 5 1/8 to 8

Ankle Strap Patent Slipper Sizes 8½ to 3

Boy's Fancy Tip Brown Oxfords Sizes 12 to 3

Boy's Fancy Tip Black Oxfords Sizes 12 to 3

Misses' Black & White Saddle Oxfords Sizes 4 to 8

Misses' Gold & White Saddle Oxfords Sizes 4 to 8

Misses' Red & White Saddle Oxfords Sizes 4 to 8

Misses' Brown & White Saddle Oxfords Sizes 4 to 8

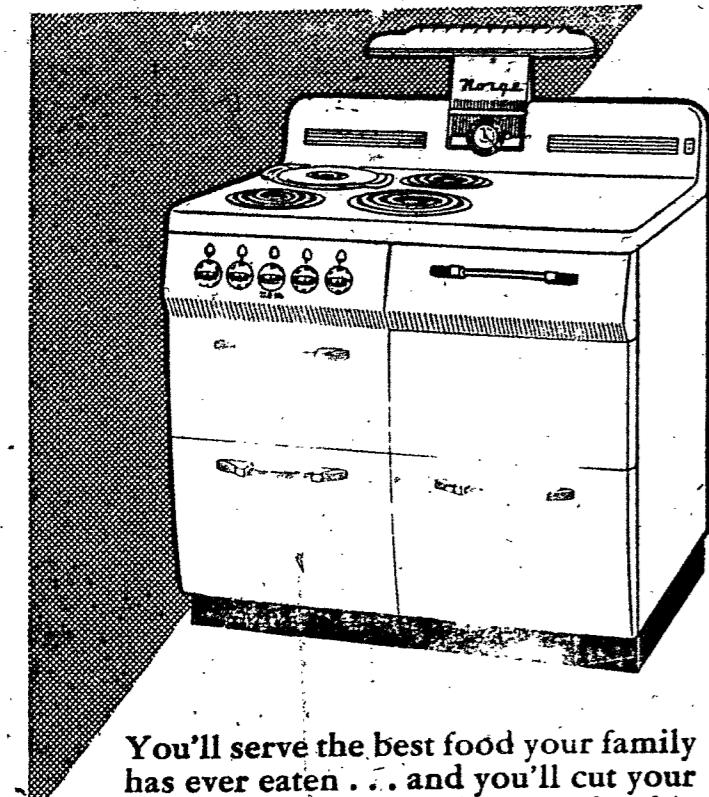
Mauffray's - Dry Goods

Your Dealer For Peter's Children's and Women's Shoes—Nationally Advertised

We Wish To Congratulate The Coast Electric Power Association

And

Extend our good wishes and a cordial invitation to its membership to visit our booth in Bay St. Louis on October 16th when in attendance at their Annual Meeting.



A GOOD COOK
COOKS BETTER
WITH AN
AUTOMATIC
NORGE
ELECTRIC RANGE

See This
AMAZING
RANGE
Today!

Model
E-427Easy
Term

SEE
NORGE
BEFORE YOU BUY

\$249.95

BELL FURNITURE COMPANY

Biloxi, Miss.

LEADER FURNITURE COMPANY

Bay St. Louis, Miss.

Be sure and register at our booth for the drawing of the Emerson Phono-Radio we are giving away.

Nearly 300,000 rural consumers were hooked up to REA-financed lines between June 30, 1946 and June 30, 1947.

The Smithsonian Institute estimates that it will take 30 times as many hard-working slaves as we have population to do the jobs electricity is now doing in America.

An electric milker cuts down milking time about one-third, according to the agricultural specialists.

For every dollar invested in building rural coop power systems, it is estimated consumers spend \$4.50 on wiring and equipment.

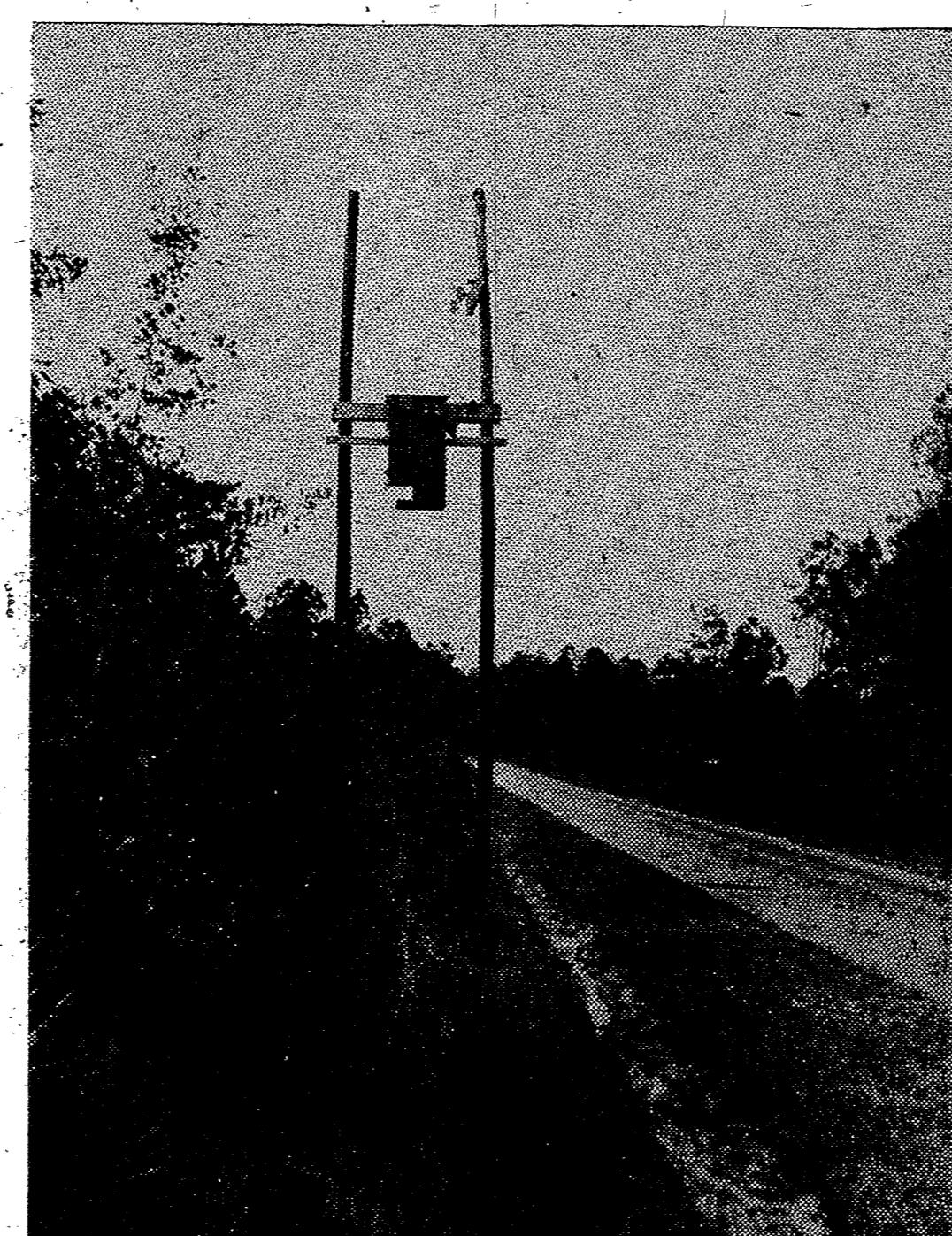


The Newman Cobb Dairy, located Northeast of Gulfport is the only three phase installation on the Coast Electric Power Association lines. The plant is one of the best accounts of the Power Association and is operated entirely by electrical power.

The plant processes approximately 1400 gallons of sweet milk; 100 gallons of Chocolate milk; 100 gallons of buttermilk; 200 12 oz. cream cheese; 50 gallons of coffee cream and 23 gallons of whipping cream daily.

The picture above shows Houston James, plant manager inspecting the filled bottles coming off the line of the electrically operated bottle filler and capping machine.

The plant is owned by W. D. Newman and James C. Cobb, and is equipped with the latest type milk processing machines. Numerous motors from one quarter horse power to the largest type motors are in operation in the plant.



THE SERVICE THE COAST ELECTRIC POWER ASSOCIATION

Has rendered for the past ten years to its members in bringing the benefits of Electric Power to the rural residents, has been a blessing and has promoted more comfort and prosperity for our people. May it continue to grow, that in time every rural home may enjoy its benefits.

We Bid A Warm Welcome

To The Membership For Their Annual Meeting in Bay St. Louis
On October 16th.

Our Prices as listed below will be in effect on October 16th.



Swift Premium Baby Beef
CHUCK ROAST, lb. 46c

Swift Premium Chuck
VEAL CHOPS, lb. 45c

Swift Premium 4 to 6 pound average
RUMP ROAST, lb. 55c

Swift Premium
LAMB CHUCK, lb. 41c

Velveeta
CHEESE, 2 lb. pkg. 97c

Any Brand Colored
OLEO, lb. 53c

Cloverbloom
BUTTER, lb. 69c

SAVE ON THESE CANNED FOODS
FOR CREAMING VEGETABLES—USE PET MILK

Hillsdale
ASPARAGUS
No. 2 can 19c
No. 2 Can
TOMATOES
2-for 25c

No. 2 Can Sliced
BEETS 10c
No. 2 Can
CARROTS 10c

No. 2 Can Cut
OKRA 10c
No. 2 Can
MUSTARD 10c

No. 303 Can
SAUER KRAUT 10c
No. 2 Can Whole
POTATOES 13c

Sweet-No. 2½ Can
POTATOES 15c
No. 2½ Can
HOMINY 15c

Obelisk or Light Crust
FLOUR 25 lbs. \$1.72
Factory Packed
SUGAR 5 lbs. 41c

PERK
SOAP
LG. PKG. 33c
Fresh
OKRA lb. 15c
Fresh
EGGS dozen 59c

WILMER'S GROCERY & MARKET
Phone 9134

Wilmer's Grocery

Meal of the Week

BY MARY LEE TAYLOR

Beef Stew with

**Potatoes, Whole Onions
and Carrot Slices**

Jellied Fruit Salad

(Recipe below)

Bread

Butter or Margarine

Butterscotch Pudding

NOTE: Starred items (meal of the week special) in ad will make the meal.

Jellied Fruit

Salad

1 cup canned, sliced peaches

1 cup packed juice

1/2 teaspoon salt

1 package Jell-O

1/2 cup Pet Milk

Cut up peaches. Heat juice to boiling.

Add gelatin and stir until dissolved.

Cool thoroughly. Put salad dressing

and salt into bowl. Add milk gradually

and stir until well mixed.

Add gelatin. Chill until mixture is slightly

thicker than unbeaten egg whites.

Fold peaches into chilled gelatin. Put

into 4 wet individual molds or a quart

mold. Chill until firm. Unmold. Serve

on lettuce if desired. Makes 4 servings.

***Fresh or frozen peaches can be used**

if water replaces peach juice. Fruit

cocktail and juice also can be used.

You Will Need:

PET MILK, 3 cans 43c

Lemon

GELATIN, pkg. 8c

No. 2½ can

PEACHES 30c

Fresh

TOMATOES, lb. 18c

Iceberg

LETTUCE, 2 for 25c

Homogrown String

BEANS, lb. 23c

Fresh

CARROTS, Bunch 10c

Green

ONIONS, Bunch 5c

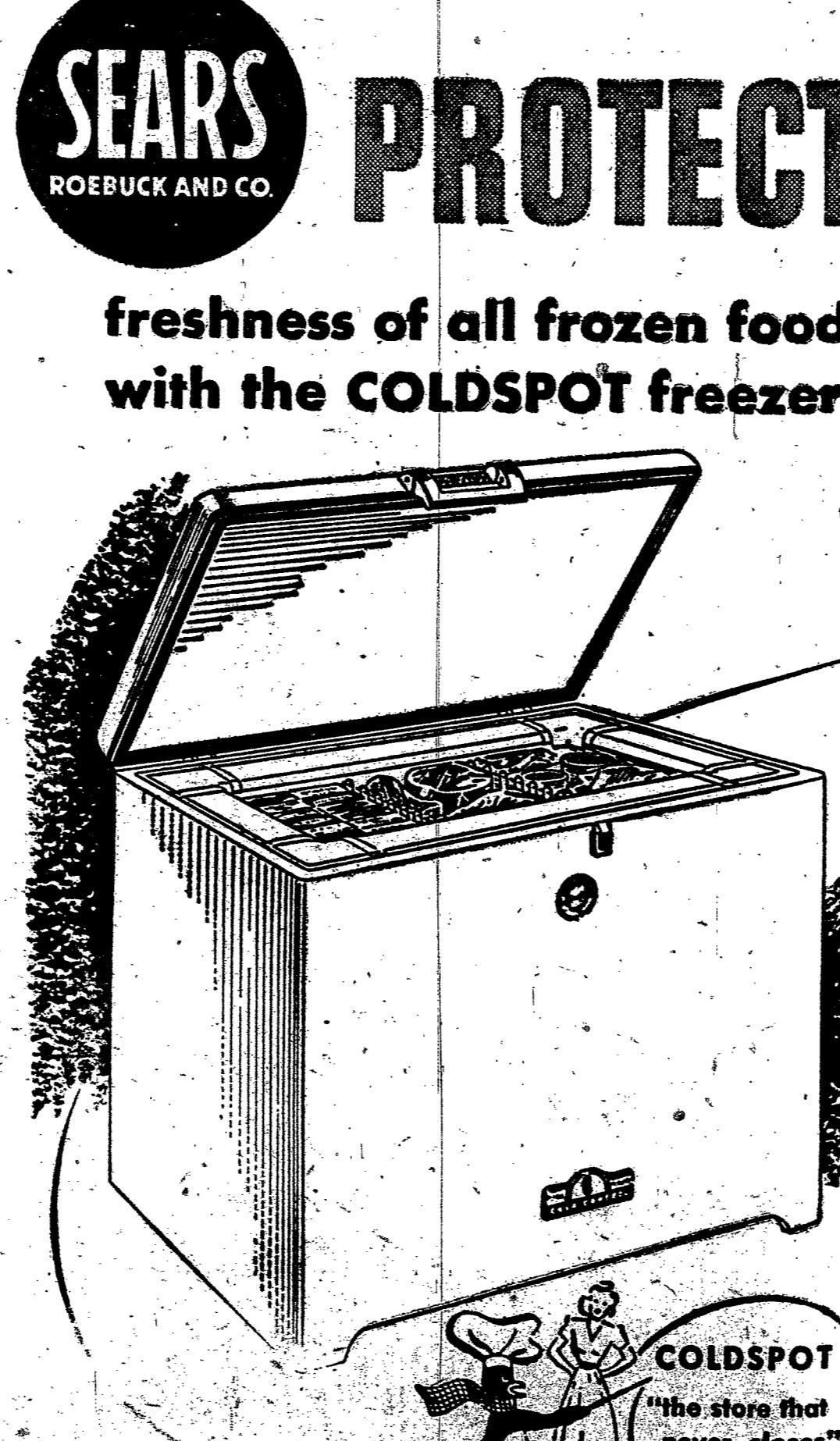
PARSLEY, Bunch 5c

AVOCADOS, 2 for 25c

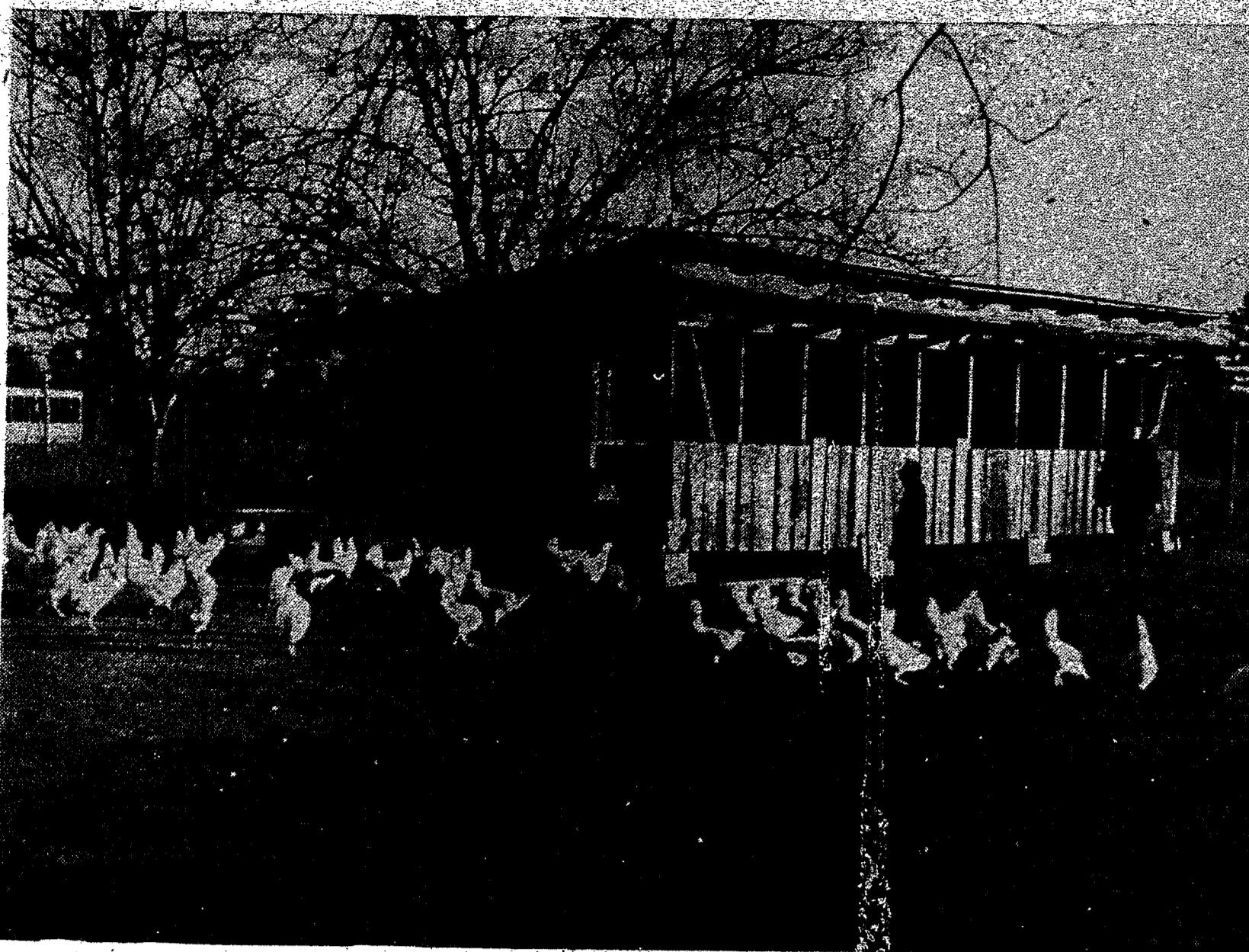
**WELCOME
TO
THE BAY
Coast Electric Power
Association**

R.E.A.

GLOBE
LAUNDRY - DRY CLEANING
160 phone 160
BAY ST. LOUIS, MISS.



6.2 CUBIC FOOT SIZE
COLDSPOT FREEZER
FREEZES AND STORES 240 LBS.
SAFE - SURE - ECONOMY
PROTECTION - RELIABLE
12.7 Capacity 364.50
18.5 Cu. Ft. Capacity 449.50
Satisfaction guaranteed
or your money back
SEARS



Hens need a fresh cool water to increase their egg production. As baby chicks, they are also raised in electric brooders. John Rester is shown observing one of his many groups of laying hens.

Care And Use Of Electric Systems

By T. P. Branch

REA Power Utilization Specialist
U. S. Department of Agriculture
Pride of ownership which farm families feel for their livestock and the care they show on them is an old story that probably had its beginnings when primitive man first domesticated animals.

Pride of farm families in their electrical systems and equipment is just as genuine and justifiable. But because these things are relatively new many farm families do not know the simple principles of care and maintenance which are essential for reaping the full benefit from their new servant, electricity.

The wiring system is not ordinarily visible. But don't forget that an adequate wiring system is a preliminary requirement for satisfactory use of power.

Step one to having an adequate wiring system is to start right with careful planning. Plan to have a good wiring contractor install plenty of outlets of the correct type and plenty of circuits of adequate size wires, all protected by the correct sizes of circuit breakers or fuses at the panel or load center.

Step two is to have the original installation inspected and have periodical re-inspections every few years and after any additions or alterations have been made in the wiring.

If fuses blow out, replace them with the same size fuse—never with

a piece of metal nor with a larger fuse. Fuses are safety valves. Replacing them with wrong size fuses or with metal takes away this protection.

Electric lights help mighty to brighten life on the farm and are great work savers compared to smoky oil lamps. But even electric lights call for some care. Reflectors, bulbs and shades should be cleaned or washed occasionally in order to get the maximum amount of light from the fixture or lamp.

Occasionally a bulb becomes dark from age or burns out and must be replaced. When that happens, be sure to select the correct type, wattage, and voltage bulb for the purpose and fixture for which it will be used.

For this information, consult the manager or electrification advisor of your REA co-op.

Movable and portable equipment present their own special care problems which should not be overlooked by owners who want to enjoy the maximum service from their possessions. Such appliances depend on the use of flexible cords with an attachment plug for connection to an appliance outlet. Any injury to the cord—or the use of the wrong kind of cord for that matter—is likely to cause trouble.

Never disconnect the appliance by pulling the cord. Instead, pull the plug from the convenience outlet and thus avoid the danger of breaking the cord wires or pulling them loose from the connecting

plug. When cords are worn at the connection plug, they should be shortened and reconnected or should be replaced with new cords of similar type and quality. Keep cords free from grease and kinks. Protect them from being pinched or stepped on. See to it that prongs of attachment plugs are kept straight and parallel to each other in order to provide a suitable connection.

Using the right type of cord is very important. For example a rubber covered cord is suitable for use with lamps, radios and so forth

but should never be used with heating equipment which requires a special type of cord having asbestos or heat resisting insulation. Heavy duty equipment requires heavy duty cords, for the reason that thicker wires and heavier insulations are required to carry enough electricity for most appliances. These should be connected to a wall outlet.

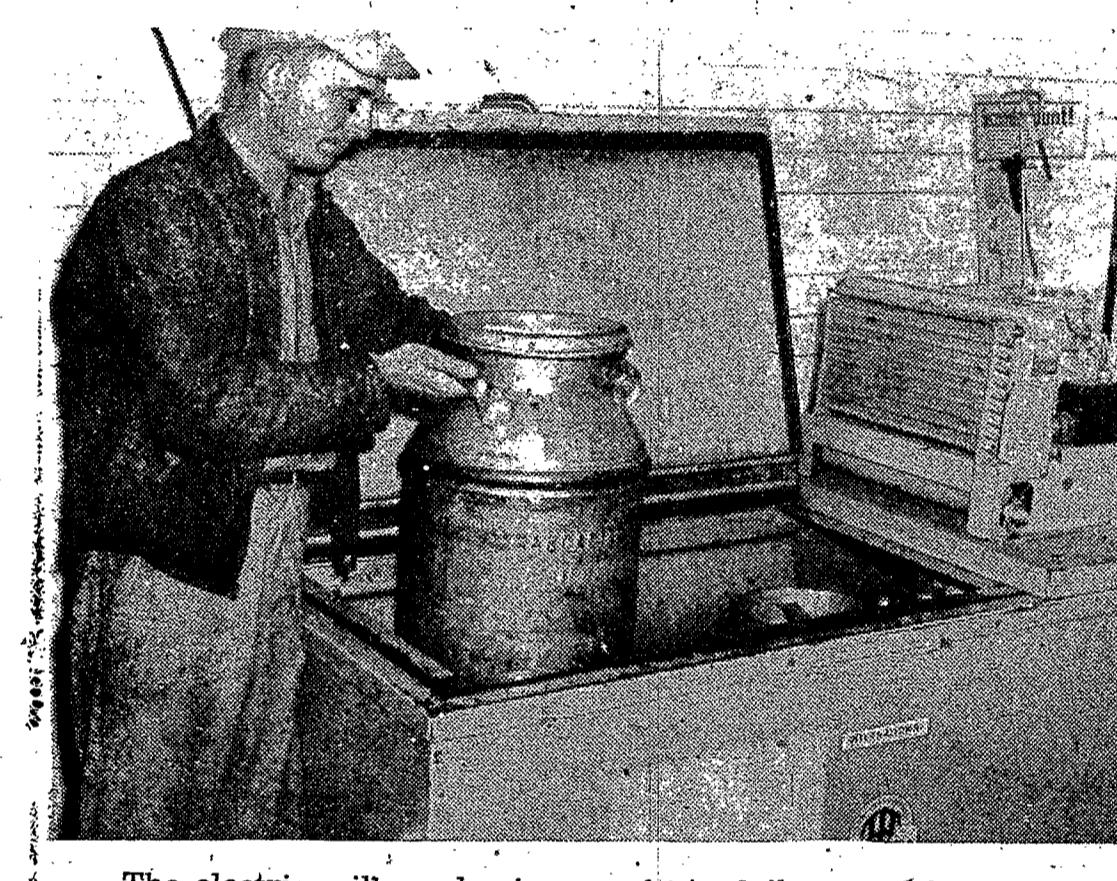
As different types of equipment call for different treatment and care, it's important to read carefully and follow faithfully the manufacturer's directions. If no directions are attached, ask your dealer or write the manufacturer.

Guard electric equipment against falls. Avoid over-heating appliances. Never put a heating element in water except one made specifically for immersion. Appliances should be cleaned regularly, however. Wipe off any spilled food immediately from electric cooking appliances using a dry cloth on hot surfaces. After the equipment has cooled, clean with a soapy cloth. Rinse with a damp cloth and dry with a soft, clean rag. Space or air heaters should occasionally have dust removed from reflectors, grills or guards. No heating device should be cleaned while connected to a circuit. Always disconnect an appliance when you are through using it.

Electrical equipment works hard for farm families, but to keep them on the job requires care.

Although REA co-ops broke all previous records in building new power lines during the fiscal year 1947, there was still a backlog of \$278,000,000 in loan applications at the end of the year.

TO RELIEVE MISERY OF COLDS TRY 666
LIQUID OR TABLETS—SAME FAST RELIEF



The electric milk cooler is one of the daily farmer's most valuable assets. Wallace Peterson is putting a ten-gallon can of milk in his cooler. The temperature will drop from 98 degrees to 50 degrees in about 1 hour.

CUE OIL COMPANY

DISTRIBUTORS
OF

SHELL PRODUCTS

IN
HANCOCK, PEARL RIVER AND HARRISON COUNTIES . . .

Extend Their Congratulations

TO THE

COAST ELECTRIC POWER ASSOCIATION

Upon the completion of 10 years of Real Service in the development of the Rural Areas of Hancock, Pearl River and Harrison Counties through the distribution of Electricity. We bid the membership a Hearty Welcome to Bay St. Louis for their Annual Meeting.

USE

SHELL

SYMBOL OF QUALITY—PETROLEUM PRODUCTS

WE ARE DISTRIBUTORS FOR

FIRESTONE

TIRES AND TUBES

✓ Check these **SAVINGS**

EVERY DAY LOW PRICES IN EVERY DEPARTMENT — GARDEN FRESH VEGETABLES, CHOICE CUTS OF MEAT — ALL YOUR MANY GROCERY NEEDS — YOU SAVE WHEN YOU BUY THEM REGULARLY AT YOUR

H. G. HILL STORES

160 Coleman Ave.
Waveland

U. S. No. 1 Quality

FRESH VEGETABLES



POTATOES
5 lb. 19c

Rome Beauty
APPLES

2 Lbs. 19c

Red Tokay
GRAPES

2 Lbs. 25c

Firm Ripe
TOMATOES

1 lb. 13c

Yellow Globe
ONIONS

4 Lbs. 17c

Tender White
SQUASH

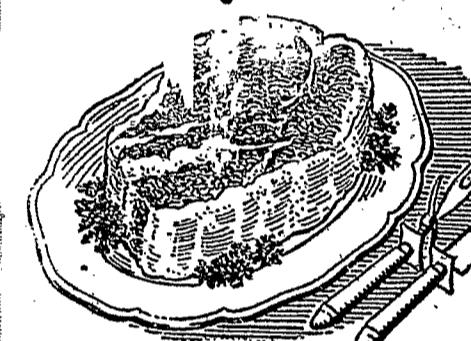
1 lb. 15c

Cut From Swift's Select Grade "A" Beef Chucks

POT ROAST

lb. 59c

QUALITY MEATS



Meaty Bone In

VEAL STEW

lb. 37c

Star Sliced

BOLOGNA

lb. 59c

Morrell's Sliced

LIVER CHEESE

lb. 63c

Star Sliced

PIMENTO LOAF

lb. 53c

Sliced Spiced

LUNCH MEAT

lb. 69c

Dressed and Drawn

DRESSED HENS

lb. 65c

SPRINGER

lb. 69c

Dressed and Drawn

SPRINGER

lb. 69c

Agar

Ready to Eat

PICNICS

Lb. 59c

Swift Premium

VEAL ROUND

Lb. 85c

Swift Premium

VEAL RUMP

Lb. 59c

"7" Cuts

BEEF STEAKS

Lb. 73c

Swift Premium

BACON

Lb. 75c

CHECK WITH US
TO BUY THE BEST!

Polkadot-Free Offer

FLOUR

FREE—5 lb. bag
with purchase of

25 lb. bag

Crisco — 3 lb. Ctn. — or

Snowdrift

Contadina — 6 oz. Can

Tom. Paste

9c

Silverleaf — 1 lb. Ctn.

Pure Lard

28c

White Grits

19c

Factory Packed Granulated

SUGAR

5 Lb. Bag

42c

Brer Rabbit Cane

SYRUP

Btl. 17c

Pillsbury Pancake

20 oz. Pkg.

18c

Toddy Choc.

MILK 2

10 oz. Cans

25c

COCOA

1/2 lb. Pkg.

20c

Floriland Orange

JUICE

No. 2 Can

10c

Heart's Delight Large

PRUNES

1 lb. Ctn.

23c

Gebhardt—with Beans

CHILI

15 1/2 oz. Can

32c

F. A. G. Long Grain

RICE

2 lb. Cello

30c

Blue Plate Cut

OKRA

No. 2 Can

15c

Blue Plate Crowder

PEAS

No. 2 Can

19c

Libby Corned

BEEF HASH

16 oz. Can

35c

Popular Brands

CIGARETTES

Ctn. 1.96

Target Bee

TOBACCO

Lge. Size

12c

Luxury Brand

</div

Poultry House Lighting

By D. W. TEARE, REA Farm
Electrification Specialist

Profitable poultry production today requires the best poultry management practices and methods. The use of electricity is of increasing importance to poultry production because of the ease with which the light, heat, and power can be applied and used to increase flock production.

First on the list of electrical poultry uses is night lighting for laying houses. Research workers have discovered that hens begin to lay in the spring because the lengthening days supply the necessary 12 to 14 hours of daylight. When daylight hours are fewer, hens and turkeys will not lay regularly. By using electric light to lengthen the short fall and winter days to at least 12 to 14 hours, the hens can be forced to the springtime rate of production. Obviously if eggs are produced for market when prices are highest, the profit will be greater.

When to Light The Laying House

Night lighting should be started in late September or early October for pullets and in January for old hens. Birds are very sensitive to environmental changes and the amount of light should be increased gradually to prevent throwing them into a molt. A good plan is to turn the lights on only an hour a day for the first week, increasing the time 15 minutes each day until the total of natural and artificial daylight is maintained at 12 to 14 hours.

There are several methods of supplying the additional light, all of which obtained the desired produc-



Kilm Consolidated School is on the Coast Electric Power Association line in Hancock County. This institution was one of the original consumers when the power association was organized as the Hancock County Power Association.

tion increase. Lights may be turned on in the early morning and left until full daylight. They may also be used from sundown until 9 or 10 o'clock. Some poultry men prefer to have the lights on in the middle of the night to break the long roosting period in cold weather. When evening or midnight lighting is practiced, some method must be provided to dim

the lights so the birds will have time to get on the roosts.

At least one watt per 5 square feet of floor space in the laying house is necessary to keep the birds off the roosts when any one of the above three methods are used.

All-night lighting is another method favored by many because of its simplicity and other advantages.

With this method lights are turned on before sundown and left on until sunrise to full daylight. Forty watt lamps placed immediately over the food and water containers will supply enough light for eating and drinking. There will also be sufficient light to enable the birds to get on and off the roosts as they desire. Metal shades placed over the lamps will throw more light on the floor and shade the perches so the roosting hens will not be disturbed. When all-night lights are used no dimming device or time switch is necessary. The lights can be turned on and off with a hand switch and early morning rising or late-at-night attention avoided. Users also claim that the birds do not suffer from roosting too long on very cold nights because they can eat and exercise at any time if they get chilled.

It should be understood that night lights do not bring outstanding results unless the best poultry management practices are carefully followed. These should at least include the proper selection of laying stock, rigid culling, adequate supplies of water, balanced feed rations, poultry house sanitation, and proper housing.

In adding up the benefits of night lighting, it should be understood that egg production above 65 percent is not desirable; also that an increase in fall and winter laying does not necessarily mean an annual increase in production. That is, hens tend to lay a limited number of eggs per year in accordance with their inherited capacity.



Sellers Consolidated School in Hancock County is one of many schools throughout the area that is being serviced by the Coast Power Association.

WELCOME

REA

Without electricity and Hotel Reed, Bay St. Louis would still be a Horse and Buggy Stop in the Road.

THROUGH THE EFFORTS OF THE

Coast Electric Power Ass'n

And the planning of its officers and membership our Rural Sections Have Been Placed in a position to advance

The Border Line Between Town and County Has Been Eliminated . . .

BEST WISHES

For A Good Meeting and A Day of Recreation To Be Spent in Bay Saint Louis

HOTEL REED

HOWARD LeTISSIER, Owner-Manager

Phone 87

Bay St. Louis, Miss.

We Wish To Congratulate Coast Electric Power Association



For the splendid service they have rendered in the Past Ten Years

May They Have Continued Success
We Are Fairbanks Morse Dealers in This Territory,

SHALLOW PUMPS

DEEP WELL PUMPS

WATER HEATERS

WATER SOFTENERS

WASHING MACHINES

IRONERS

ELECTRIC MOTORS

GASOLINE ENGINES

FEED MILLS

See Us When In Need of Anything
In These Lines

Lamar Otis, Dealer

Fairbanks-Morse Equipment

Bay St. Louis

Logtown

titling the Charter of Incorporation of

LE TERRE INCORPORATED

was pursuant to the provisions of

Title 21, Code of Mississippi of 1942,

Recorded in the Records of Incorporations in this Office Photo-Stat

Book No., Thirteen Pages 404-407.

Given under my hand and the

Great Seal of the State of Mississippi,

hereunto affixed, this 29th day

of September, 1948.

(GREAT SEAL)

HEBER LADNER

Secretary of State,

STATE OF MISSISSIPPI,

EXECUTIVE OFFICE,

JACKSON

The within and foregoing Charter of

LE TERRE INCORPORATED

is hereby approved.

In Testimony whereof I have

hereunto set my hand and caused

the Great Seal of the State of Mis-

issippi to be affixed, this Twenty-

ninth day of September, 1948.

(GREAT SEAL)

F. WRIGHT

Governor

Receipt No. 1896 L

By The Governor

HEBER LADNER

Secretary of State,

STATE OF MISSISSIPPI,

Chancery Clerk

Recorded in the Secretary of

State's Office this the twenty-ninth

day of September, 1948.

(GREAT SEAL)

TOM Q. ELLIS

Clerk Supreme Court of Miss.

Received at the office of the Sec-

retary of State this the 29th day

of September A. D., 1948, together

with the sum of \$32.00 deposited to

cover the recording fee, and referred to

the Attorney General for his

opinion.

HEBER LADNER

Secretary of State,

Jackson, Miss.

September 29th, 1948

I have examined this charter of

incorporation and am of the opinion

that it is not violative of the Con-

stitution and laws of the State, or

of the United States.

GREEK L. RICE

Attorney General.

By JAMES T. KENDALL

Assistant Attorney General.

STATE OF MISSISSIPPI

OFFICE OF

SECRETARY OF STATE

I, Heber Ladner, Secretary of

State, do certify that the Charter of

Incorporation hereto attached en-

titles the Charter of Incorporation of

LE TERRE INCORPORATED

was pursuant to the provisions of

Title 21, Code of Mississippi of 1942,

Recorded in the Records of Incorporations in this Office Photo-Stat

Book No., Thirteen Pages 404-407.

Given under my hand and the

Great Seal of the State of Mississippi,

hereunto affixed, this Twenty-

ninth day of September, 1948.

(GREAT SEAL)

HEBER LADNER

Secretary of State,

STATE OF MISSISSIPPI,

EXECUTIVE OFFICE,

JACKSON

The within and foregoing Charter of

LE TERRE INCORPORATED

is hereby approved.

In Testimony whereof I have

hereunto set my hand and caused

the Great Seal of the State of Mis-

issippi to be affixed, this Twenty-

ninth day of September, 1948.

(GREAT SEAL)

HEBER LADNER

Secretary of State,

STATE OF MISSISSIPPI,

Chancery Clerk

Recorded in the Secretary of

State's Office this the twenty-ninth

day of September, 1948.

(GREAT SEAL)

HEBER LADNER

Secretary of State,

STATE OF MISSISSIPPI,

Chancery Clerk

Recorded in the Secretary of

State's Office this the twenty-ninth

day of September, 1948.

(GREAT SEAL)

HEBER LADNER

Secretary of State,

STATE OF MISSISSIPPI,

Chancery Clerk

Recorded in the Secretary of

State's Office this the twenty-ninth

day of September, 1948.

(GREAT SEAL)

HEBER LADNER

Secretary of State,

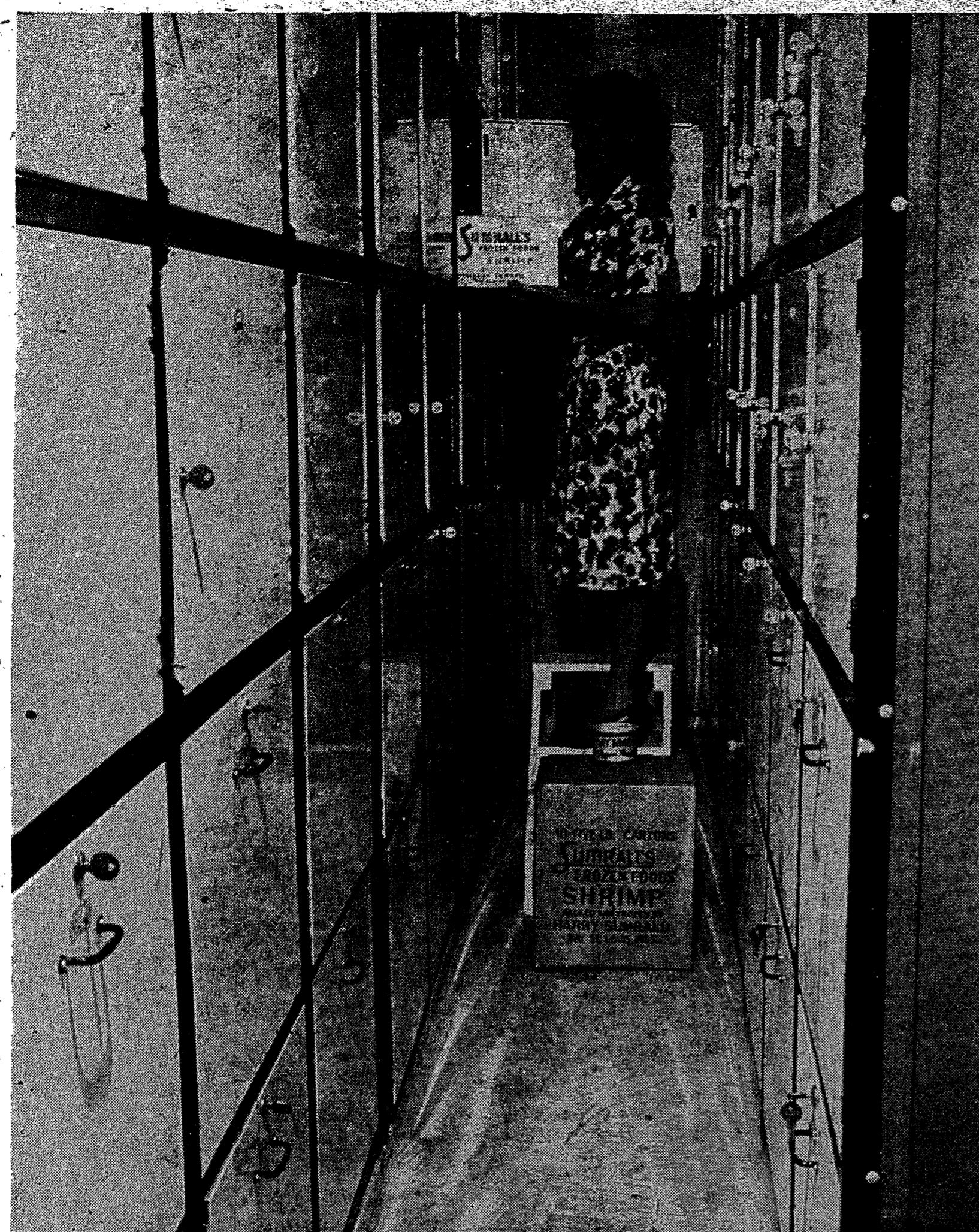
STATE OF MISSISSIPPI,

Chancery Clerk

Recorded in the Secretary of

State's Office this the twenty-ninth

(OUR DOMESTIC STORAGE LOCKERS)



**In Appreciation Of The Many
Comforts and Conveniences Made
Possible To The Rural Sections Of
Hancock, Pearl River and Harrison
Counties By The Coast Electric
Power Association, We Extend To
Them Our Hearty Welcome To Bay
St. Louis For Their Annual Meeting**

BAY ICE COMPANY

Ice, Nature's Own Refrigerant, Has No Substitutes.

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Bay St. Louis, Miss.*

*Domestic Storage Lockers
Phone 28*

Your Electric Hand Iron

By Oneta Liter, REA Electrification Specialist

A recent study shows that the equivalent of ten 8-hour days a year can be saved by the homemaker who uses an electric iron instead of an old fashioned sadiron. At the same time, she saves as much as 15 percent of the energy she uses in ironing an average family wash. That saving of energy and time can make a great deal of

difference to a busy homemaker in a long weeks work.

Already many farm households depend upon the electric iron as an important convenience. Other families, who have recently put electricity to work on their farms, are just now in the market for an iron. But whether your electric hand iron is an old and trusted friend or still just an item on your shopping list, you will want to consider carefully its proper use and care. This can mean not only longer life for a vital piece of equipment, but also will allow the homemaker to take full advantage of the possible sav-

ing in time and energy.

Buying Your Electric Iron
It is much easier to find electric irons at your local appliance store today than it was last fall. Supplies are more abundant in almost all parts of the country, and some irons now on sale offer improvements and new features not available in those shown just before the war.

You can find some models which can be used as either a steam iron or an ordinary dry, electric iron. Such an iron may be used successfully as a steam iron for routine steam pressing jobs as trousers, skirts and jackets.

Then you may use it as a dry electric iron for the rest of the week's ironing. Some of the models are fairly light for a steam iron, weighing a little more than four

There is nothing more important in ironing than the right heat for the job. Make sure there is a good automatic temperature control that is located where you can see it to provide the right heat for ironing and to keep the iron from getting dangerously hot. You will want the dial on your iron to be marked with the names of the material. Too much heat can quickly ruin some fabrics such as rayon, nylon and others which require low heat for ironing. Too little heat means excessive time and energy.

4. Connect the iron to a convenient outlet on an appliance circuit. The wiring of the light drop cord is too small for safe use of the average 660-watt iron, and the standard light socket is designed to carry only 250 watts. A 1,000 watt iron should never be attached to a drop cord. An iron attached to a drop cord heats slowly. It produces excessive heat and wear on the drop cord, too.

5. Arrange your work so that you can iron rayon articles and similar materials first at low temperature settings. This will save both time and electricity. Next, iron silks, then cottons and linens, which require the highest temperatures.

How To Care For Your Iron
You will get longer and better service from your iron if you give it good care.

tops that protect your fingers from burns; swivel-type cords for more freedom of movement.

How To Use Your Iron

It is easy to do a big family ironing with maximum efficiency if you follow only a few simple rules of organization:

1. Group your clothes according to their fabrics and types.

2. Sprinkle the clothes evenly and have them fairly damp. If you are in a hurry, sprinkle with warm water. It spreads more quickly than cold water. You can do a better job if you use a bottle that has a cap with small holes in it, or a small whisk broom.

3. Use a well-padded ironing board that is the right height for you to be able to work comfortably. Good lighting where you iron saves time and energy. It helps you to get better results.

4. Connect the iron to a convenient outlet on an appliance circuit. The wiring of the light drop cord is too small for safe use of the average 660-watt iron, and the standard light socket is designed to carry only 250 watts. A 1,000 watt iron should never be attached to a drop cord. An iron attached to a drop cord heats slowly. It produces excessive heat and wear on the drop cord, too.

5. Arrange your work so that you can iron rayon articles and similar materials first at low temperature settings. This will save both time and electricity. Next, iron silks, then cottons and linens, which require the highest temperatures.

How To Care For Your Iron
You will get longer and better service from your iron if you give it good care.

When you are unplugging your iron, take hold of the plug itself. Pulling the cord may loosen the connections within the plug, or may even pull the cord loose from the plug. A loose connection may blow a fuse or trip the switch. It may cause over-heating, which in time would ruin the plug. Be sure to connect and disconnect at the convenience outlet first and not at the iron itself. Disconnecting the cord from the iron when the current is on may cause sparking. Such constant sparking will ruin the plug.

When Unplugging Your Iron

It is easy to do a big family ironing with maximum efficiency if you follow only a few simple rules of organization:

1. Group your clothes according to their fabrics and types.

2. Sprinkle the clothes evenly and have them fairly damp. If you are in a hurry, sprinkle with warm water. It spreads more quickly than cold water. You can do a better job if you use a bottle that has a cap with small holes in it, or a small whisk broom.

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How To Care For Your Iron
You will get longer and better service from your iron if you give it good care.

Cooling Milk Electrically Pays Dividends

By IRA MILLER

Farm Electrician Bureau

As every farmer knows, milk is a

very perishable food. If it is not cooled to 50° or less within about two hours

after milking, quick soured due to

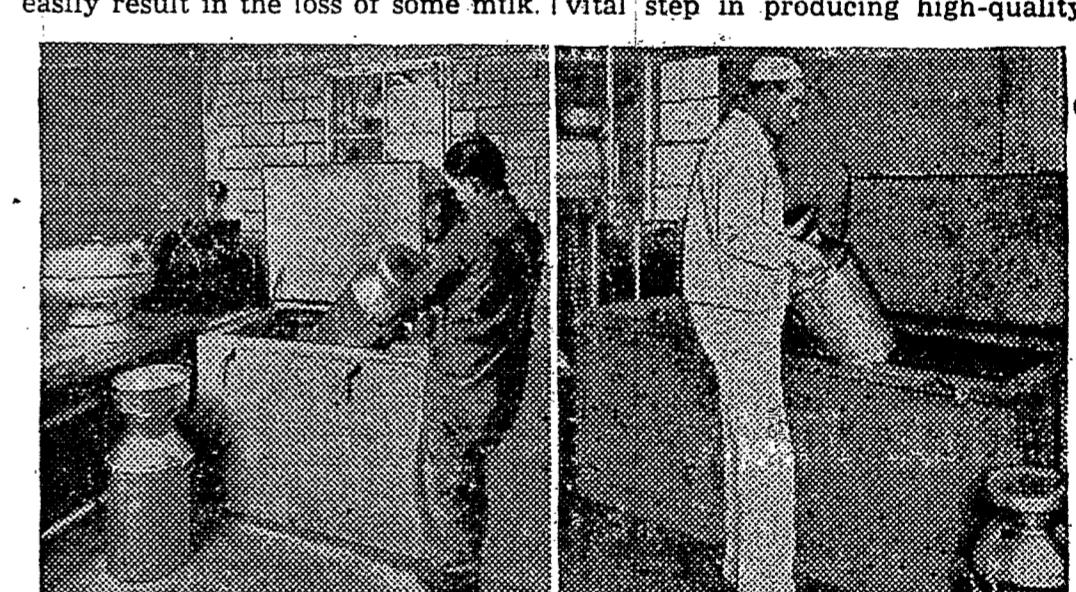
rapid growth of bacteria. This makes

a lower price to the farmer and can

easily result in the loss of some milk

to below 50° by pouring it over a refrigerated aerator. After being cooled, the milk is either bottled or put in cans before storing it in either a "dry-kid" or "lift-top" refrigerated dry storage box.

Farmers have found electric milk cooling the modern way to handle a vital step in producing high-quality



An Immersion Milk Cooler.

Dry Storage Cooler Showing Aerator at Left.

Modern electric milk coolers represent the surest, easiest and least expensive way to cool milk on the farm. There are two types of electric milk coolers from which to choose.

Immersion Coolers. The cans of milk, put directly in a tank of refrigerated water, will be cooled to below 50° in 1½ to 2 hours. If faster cooling is required an agitator is used in the bath. The cans of milk are left in the tank until ready for delivery.

Aerator and Dry Storage. With this type of cooler, the milk is first cooled

and the connector terminals on the iron may have to be replaced. Clean the sole plate of your iron by wiping with a damp cloth; then dry it off.

Give your iron time to cool before you store it. Some homemakers prefer to store their irons in the

inexpensive metal holders that are available through the appliance dealers in most sections. Roll the cord up loosely, or hang it over a thick hook or peg. Sharp bends in the cord may break the fine wires inside. Be sure the cord is always clean and dry.

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- Stuffed Crabs-Gumbo-

DRAUGHT BEER IN FROSTED GLASSES

INSURE YOUR PROPERTY

with

JOS. O. MAURRAY

Bay St. Louis, Miss.

THE LAW REQUIRES THE COLLECTION OF TAXES ON PERSONAL PROPERTY—SECTION 989—MISS. CODE OF 1942, PROVIDES:

Upon default of the payment of any taxes upon the due dates prescribed in this Act, the tax collector shall proceed immediately to collect all installments of taxes then remaining in default and unpaid, by distress and sale of any personal property liable therefor; and such sale shall take place at the courthouse door, unless the property distrained be too cumbersome to be removed; and five days' notice of the time and place of sale shall be given by advertisements put up in three public places in the county, one of which shall be at the courthouse door; provided, however, that sales for delinquent municipal taxes shall be advertised in the manner and made at the place designated by ordinances adopted by such municipalities. The collector shall be allowed to collect and retain in addition to the taxes, interest, fees and costs, all necessary expenses of removing and keeping the property distrained. If sufficient personal property liable for taxes cannot be found by the tax collector, the tax collector may make a list of indebtedness due the taxpayer by other persons and sell the same as hereinafter provided. It shall be the duty of the tax collector to enforce the provisions herein contained and to collect all the taxes due by distraint and sale of personal property; and for any taxes levied against any lands due and remaining unpaid, after the fifteenth day of February and the fifteenth day of August the land shall be sold as provided by law for the sale thereof.

W. L. BOURGEOIS
Commissioner of Finance
City of Bay St. Louis.

Types Of Electric Pumps For Rural Water Systems

By Earl L. Arnold, Power Utilization Specialist Rural Electrification Administration

The farmer who is buying an electric pump for a water system is often puzzled by the variety of types of pumps. He wonders how he can get the one best suited to his needs. This article is written to help farmers make this selection.

All water pumps can be divided into two large groups: (1) shallow well pumps, and (2) deep well pumps. The forces of nature have made this

difference and there is nothing any manufacturer can do to change it. Deep well pumps may be used in shallow wells, but shallow well pumps will not work in deep wells.

While different styles of shallow well pumps differ a little in the depth from which they will satisfactorily draw water, for practical purposes we can say the limit is about 22 feet. If the depth from the pump to the water while the pump is running is greater than this, a deep well pump must be used.

Every farmer is familiar with the old-fashioned hand pumps that have

Filling and Top Soil \$3.95 per load

Terracing Free Until Further Notice

Experienced and Capable of Doing Your Job Right
If you value your trees have them trimmed of dead
limbs before fall of year

Phone 895 for Estimate

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Tree Surgery and Terracer

525 Carroll Avenue
P. O. Box 124

Phone 895
Bay St. Louis, Miss.

Peoples Federal Savings & Loan Ass'n

Bay St. Louis, Miss.

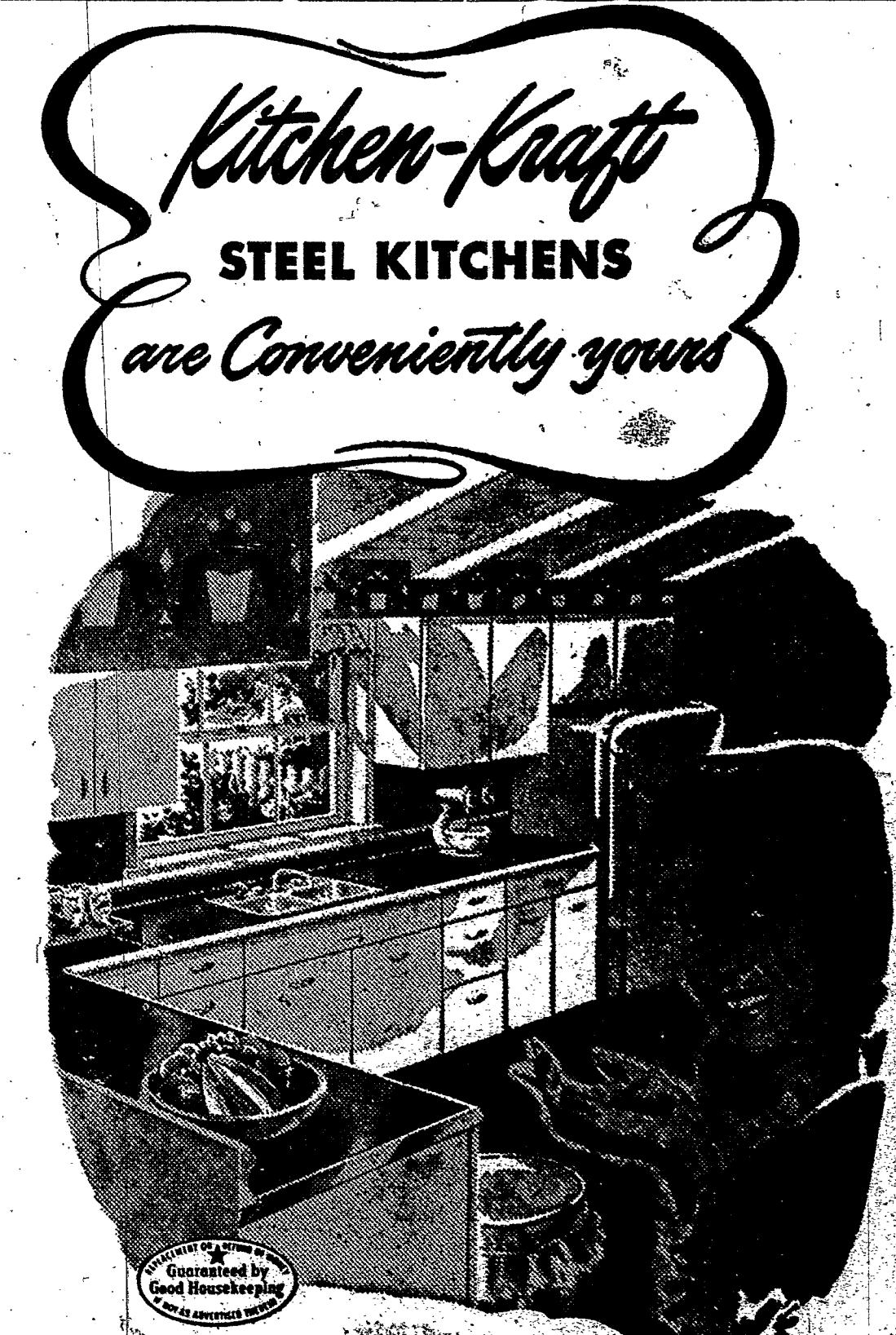
We are pleased to announce that we are in a position to accept deposits in any amounts from \$5.00 up. We hope to continue paying 3% annual dividends.

ORR WELDING and MACHINE WORKS

We have lathes for heavy Machine Work and
Welding. Boat Work especially solicited.

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Phone 551GW-1 Clermont Harbor, Miss.



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American Home • Good Housekeeping
Successful Farming • Farm Journal

You'll be surprised

convenience and low cost of this custom-made kitchen. Double-bowl porcelain sink, and easy-wall and floor cabinets put everything at your fingertips.

A complete line of Kitchen-Kraft floor, wall and sink cabinets will equip any kitchen, old or new, large or small. Best of all, you can buy your Kitchen-Kraft kitchen complete or a unit at a time on our easy payment plan. Come in and talk about our free kitchen planning service.

COMPLETE KITCHENS... AVAILABLE NOW

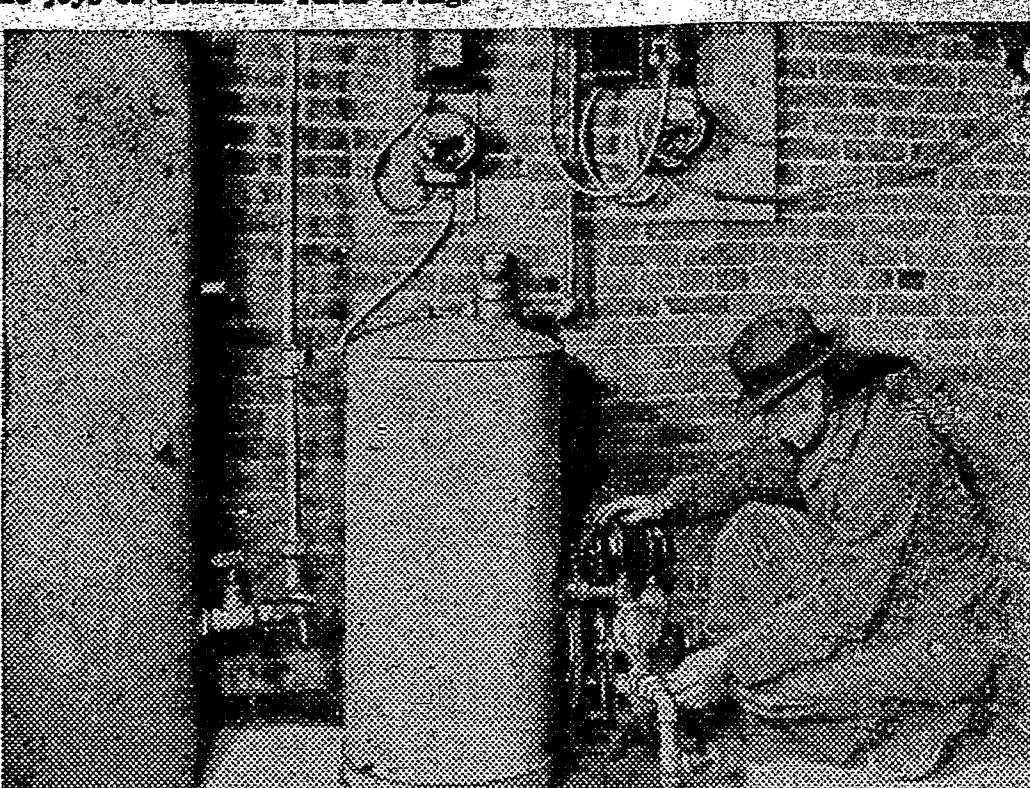
Magnolia State Supply Co.

PHONE 7

Drudgery of Pumping, Carrying Water Makes Way for Progress

By IRA MILLER
Farm Electrification Bureau

No longer a luxury item on modern, progressive farms, an automatic pressure water system, with water piped to every point where it will be useful, provides the entire farm family with many "city" benefits to add to the joys of healthful rural living.



RURAL ELECTRIFICATION—takes over the farm pumping chore.

Pumping and carrying water by hand is one of the most annoying and time consuming of farm chores. No small boy toting water for a circus elephant ever became more discouraged about completing his task than the farm youngster, his dad, mother or the hired man in performing the seemingly job of keeping stock tanks, hogs, chicken waterers filled. Supplying water for cooking, washing, bathing and the garden presents additional burdens, when the job is done manually.

Water is the life stream of farm production. An adequate water supply at all times means that cows give more milk; hogs, cattle and other livestock put on weight faster; gardens grow more vegetables, hens lay more eggs and poultry grow larger. United States Department of Agriculture figures show that the daily consumption of water on the farm totals 35 gallons for each member of the family, 35 gallons per milk cow, 12 gallons per steer, dry cow and horse, 3 gallons per hog, 2 gallons per sheep and 3 gallons for each 100 chickens.

Electric water systems pay for themselves within 2 years on most farms in greater profits realized from farm products and in saving farmers time and manpower to expand their

plungers in cylinders. Sometimes the cylinder is in the pump, stand and sometimes it is lowered into the well. When the cylinder is in the pump stand it is a shallow well pump. When it is lowered into the well the pump is a deep well pump. The same applies to electric pumps.

Shallow well pumps are cheaper than deep well pumps. Except where jet pumps are used it is not economical to use deep well equipment in a shallow well.

Different manufacturers use several different types of mechanical construction in their pumps. These include plunger pumps, turbine pumps, centrifugal pumps, rotary pumps, and jet pumps. A shallow well pump may be any one of these types, but a deep well pump will be either a plunger or a jet pump. Deep well turbines and rotary pumps are also made but only in sizes larger than those used in most farm water systems.

Jet pumps are the most popular type today. They are made both as shallow well and as deep well pumps. They are the most difficult type to understand because what is known as a jet pump is really two pumps. One part of a jet pump is shallow well pump—usually centrifugal, but possibly plunger, turbine, or rotary. The other part is the jet nozzle opening into a tapered pipe called a venturi. Water under pressure from the centrifugal pump outlet is forced at high velocity through the jet nozzle and through the venturi. As it passes through the venturi, the jet of water draws additional water from the well up to within the suction lift of the shallow well pump at the top. A deep well jet pump consists of a shallow well pump to which a jet nozzle and venturi have been added with the jet nozzle and venturi located in the well. A shallow well jet pump consists of a shallow well pump of another type to which a jet and venturi have been added inside or near the main pump housing. This combination makes the pump capable of pumping against higher pressures than would otherwise be possible.

Jet pumps have their greatest advantages when the depth to water is between 22 feet and about 80 feet. At shallower depths, other types of shallow well pumps are equally satisfactory. At greater depths, the old-fashioned plunger-type deep well pumps are more efficient. Between these depths, the jet pumps are very efficient. They may be offset from the well instead of being placed directly over it. This often allows the pump to be placed in the basement, wood shed or other protected location instead of out in the yard where it would be necessary to build a separate pump house.

Thus a farmer has three choices when he selects his pump:

1. If the depth of water is less than 22 feet when the well is being pumped he should choose a shallow well pump of a type that appeals to him.
2. If the depth to water is between 22 feet and 80 feet he will need a deep well pump. He may choose either a plunger type or a jet type, with the jet type being preferred, particularly if it is not desirable to locate the pump directly over the well.
3. If the depth to water is more than 80 feet a plunger type of deep well pump is usually best, although jet pumps will work at depths much greater than this. At these greater depths, plunger type pumps are usually most economical.

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HANCOCK INSURANCE AGENCY

A. A. SCATIDE, Manager
ELLIOTT K. COWARD, Asst. Mgr. PHONE 103. HANCOCK BANK

THE CHARTER OF
INCORPORATION OF
AUGUST RAUXET
INCORPORATED

1. The corporate title of said company is

AUGUST RAUXET
INCORPORATED

2. The names of the incorporators are:

August Rauxet Jr., Postoffice Bay St. Louis, Mississippi

Mrs. Vera Rauxet, Postoffice Bay St. Louis, Mississippi

Mrs. A. Rauxet, Sr., Postoffice Bay St. Louis, Mississippi

3. The domicile is at Bay St. Louis, Mississippi.

4. Amount of capital stock and particulars as to class or classes thereof:

\$5,000.00 Common Stock.

5. Number of shares for each class and par value thereof:

100 Shares \$50.00 par value.

6. The period of existence (not to exceed fifty years) is Fifty Years.

7. The purpose for which it is created:

To construct, build, make and erect buildings, structures, edifices, bridges, tunnels and every and any kind of material structure, which can be done by a General Contractor.

To own, manage and operate a building material and supply store, both wholesale and retail.

To own, operate and manage logging operation, sawmill, planer mill, lumber mill and every and any other necessary or convenient enterprise to assist, foster or complement said business.

To own, manage, operate and speculate in land for investment or speculative purposes. To buy, sell, trade and deal in stocks, bonds, mortgages, certificate of debt and any and all evidence of debt of whatever nature or character.

The rights and powers that may be exercised by this corporation, in addition to the foregoing, are those conferred by Chapter 4, Title 21, Code of Mississippi of 1942, and amendments thereto.

8. Number of Shares of each class to be subscribed and paid for before the corporation may begin business:

10 shares of common stock.

AUGUST RAUXET, JR.
MRS. VERA RAUXET
MRS. A. RAUXET, SR.

Incorporators

ACKNOWLEDGMENT

STATE OF MISSISSIPPI
COUNTY OF HANCOCK

This day personally appeared before me, the undersigned authority August Rauxet, Jr., Mrs. Vera Rauxet and Mrs. A. Rauxet, Sr., incorporators of the corporation known as the August Rauxet Incorporated who deposed and affirmed that they signed and executed the above and foregoing articles of incorporation as their act and deed on this the



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We Are Introducing to Bay St. Louis
Real Genuine

....Italian Ice Cream....

Two Flavors for Your Enjoyment

"SPUMONE" . . . "CASSATA"

A. TRAPANI

On The Beach

18th day of August, 1948.
EDWARD I. JONES Notary Public
My Commission Expires March 31, 1952.

Received at the office of the Secretary of State this the 29th day of September A. D. 1948, together with the sum of \$20.00 deposited to cover the recording fee and referred to the Attorney General for his opinion.

HEBER LADNER, Secretary of State, Jackson Miss., September 29th 1948

I have examined this charter of incorporation and am of the opinion that it is not violative of the Constitution and Laws of the state, or of the United States.

GREEK L. RICE, Attorney General

By JAMES T. KENDALL, Assistant Attorney General, STATE OF MISSISSIPPI

OFFICE OF SECRETARY OF STATE
I, Heber Ladner, Secretary of State, do certify that the Charter of Incorporation hereto attached entitled the Charter of Incorporation of

AUGUST RAUXET, INCORPORATED

was pursuant to the provisions of Title 21, Code of Mississippi of 1942. Recorded in the Records of Incorporations in this Office Photo-Book No. Thirteen, Pages 400-403.

Given under my hand and the Great Seal of the State of Mississippi hereto affixed, this 29th day of September, 1948. (GREAT SEAL)

HEBER LADNER, Secretary of State, STATE OF MISSISSIPPI EXECUTIVE OFFICE JACKSON

The within and foregoing Charter of Incorporation of

AUGUST RAUXET, INCORPORATED

is hereby approved.

In Testimony whereof I have hereto set my hand and caused the Great Seal of the State of Mississippi to be affixed, this Twenty-ninth day of September, 1948.

Receipt No. 1894 L (GREAT SEAL)

F. WRIGHT Governor
By The Governor
HEBER LADNER Secretary of State, Recorded in the Secretary of State's Office this the twenty-ninth day of September, 1948.

A Complete Assortment For The School Playgrounds

Binders School Bags

Lunch Boxes, Etc.

Baskets Lamps

Tires Tubes, Etc.

SCHOOL SUPPLIES

Binders School Bags

Lunch Boxes, Etc.

SPORTING GOODS

Footballs Baskets

Basketballs Soft Balls

Gloves Masks

Eats Tennis Rackets

Tennis Balls

A Complete Assortment For The School Playgrounds

Watch for Christmas Toy Arrival Announcement

Bring Us Your Tire Repair Work

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At Your Service Here In Your Home Town

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Electricity Will Do Variety Of Farm Jobs

If it's a chore job on the farm or an every-day job in the home, nine chances out of ten electricity will do it better, faster and for less money, say farm electrification specialists of the Rural Electrification Administration in a special report prepared for the Sea Coast Echo.

Sketching some of the possibilities opening up to Mississippi farmers, the report points out that electricity not only brings rural people city conveniences—electric lights, running hot and cold water, electrical refrigeration and electrical re-

frigeration and electrical household equipment and appliances—but also provides the means of more efficient farm production by taking over scores of routine farm jobs.

Interest in Home Freezers.

New uses of electrical equipment are being brought to light and developed every year, REA reports. Of special interest to farmers this year, the specialists say, is the farm-sized food freezer and storage cabinet—a family-size locker plant which the farmer with electricity can set up in his basement, kitchen or in some other convenient place. With one of these he can keep fresh meat right on the farm during dog days, and strawberries from his own patch in January and have garden-fresh peas all the year round, all without driving to the locker plant in town.

Even more widely known for its contribution to better farm living,



Men and electricity aren't everything around a farm. Mrs. Lewis Lee is showing the photographer a part of her canned food put up for winter use.

WELCOME Coast Electric Power Association Members

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WE HAVE A FULL LINE OF
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Paints, Marine Supplies, Glass

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The new and improved GIBBMILK DAIRY FEED, with only choice ingredients high in total digestible nutrients, all the important "trace" minerals, and no fillers actually means more milk, more butterfat, better calves, healthier cows . . . yet you pay no more!

2. FREE HELP ON PASTURE PLANNING, HERD IMPROVEMENT, PARASITE CONTROL!

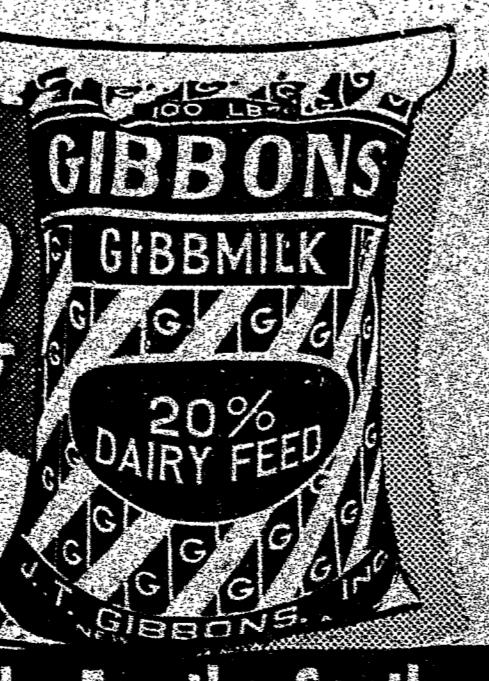
Gibbons Farm Service men are practical, down-to-earth Southerners. They can boost profits for you as they have for others. And it won't cost you a penny! Ask your Gibbons dealer to make a date to have a Gibbons Service Man come see you.

Use the NEW & IMPROVED
GIBBMILK DAIRY FEED
FOR MORE MILK-MORE BUTTERFAT

W. A. McDonald & Sons

GIBBONS FEEDS are made in the South, For the South

ESTABLISHED NEW ORLEANS 1862



the specialists report, is the household refrigerator. This not only provides refrigeration for food used by the farm family, but also for keeping small quantities of milk, cream, butter, eggs and poultry, produced for market. Where larger refrigeration capacity is required, a walk-in cooler may be installed.

Water Systems Help

Automatic pressure water systems rank near the top of the list of electrical equipment when it comes to all-around usefulness on the farm, the specialists say. The average farm family pumps and carries tons of water every year. An electric pressure water system will provide a constant supply of water, day after day, with little attention for only a few cents a day. Water may be piped where it is needed, with automatic float valve arrangements to keep stock tanks and chicken and hog waterers filled without attention from the farm family.

"Not only does such a water system save time," the specialists declare, "but in addition it increases production of milk, meat and eggs. The logic of this is not hard to understand when you recall that milk is 87 percent water, meat is about 60 percent water and eggs are 65 percent water."

The REA specialists say that a farm water system can also be used to increase the yield from Mississippi gardens if provisions are made for watering during dry weather. A well-watered garden may produce 2 to 10 times as much as a garden depending on rain fall alone. Watering may be done by means of a rotating sprinkler, overhead pipes, porous hose, or by surface irrigation.

Aids to Dairying

Electricity is particularly useful in dairying, either in dairying on a large scale or when only a few cows are milked to supplement grain or general farming, the REA report points out. An electric milking machine, for example, will usually cut milking time in half with herds of 10 or more cows. Frequently the entire milking job can be turned over to women and children, during the rush season at least, machines are available.

Running water for the dairy not

only aids in meeting sanitation requirements, but saves time and labor in washing utensils and in cleaning barns and milk rooms. Automatic water heaters also contribute to greater efficiency and cleanliness while the availability of a constant supply of water for the dairy cows through automatic drinking cups helps to assure maximum milk production.

Many farmers find that with electricity, it is profitable to install an electric milk cooler and sell whole milk instead. Immersion type milk coolers are available in sizes varying from coolers made to hold two cans to those of 12-can capacity. These are satisfactory for both cooling and storing milk and enable the farmer to meet cooling requirements. Dry cold-storage boxes of various capacities are also available but where these are used it is usually necessary to pre-cool the milk by means of an aerator.

Turns The Separator

"If a farmer wishes to sell cream instead of whole milk electricity will help him, turning the separator while he finishes the milking," the specialists add. "Either a small motor can be belted to his old cream separator or a new separator with a built-in motor may be purchased." For poultry raisers, one of the most popular pieces of electrical equipment is the electric chick brooder. This is fully automatic, requires no re-fueling and has little fire hazard. With such brooders, either commercial or homemade, farmers have found that it is little or no more trouble to raise 1,000 or 1,500 chicks than it used to be to raise 500 chicks with brooders that had to be watched, refueled and tended. This is especially true where an electric water system is available to supply necessary drinking water.

Power In Poultry Raising

Many aids are also available for farmers with laying flocks. The specialists say that where electricity is available, poultry raisers have found it profitable to use lights in the henhouse during the fall and winter months to maintain egg production when days begin to get shorter and layers ordinarily go into a seasonal slump. Inexpensive water warmers are also available to keep poultry waterers from freezing over during cold weather and cutting down on egg production.

REA reports indicate that one of the most effective types of electric equipment is the home-made pig brooder. This is simply a small, home-made shelter heated by an ordinary electric light bulb, usually about 150 watt. Figures show that on the average, out of every 10 pigs farrowed alive, as many as three die before weaning time, most of them during the first few days as the result of chilling or crushing. Since these home-made brooders provide shelter for the pigs away from the sows, they virtually eliminate these losses.

Free plans for these brooders, as well as for other home-made electrical equipment are available from rural electric cooperatives or direct from REA, U. S. Department of Agriculture, Washington, 25, D. C.

Overheating shortens the life of an electric iron.

Bookkeeping --- Auditing
And Tax Service

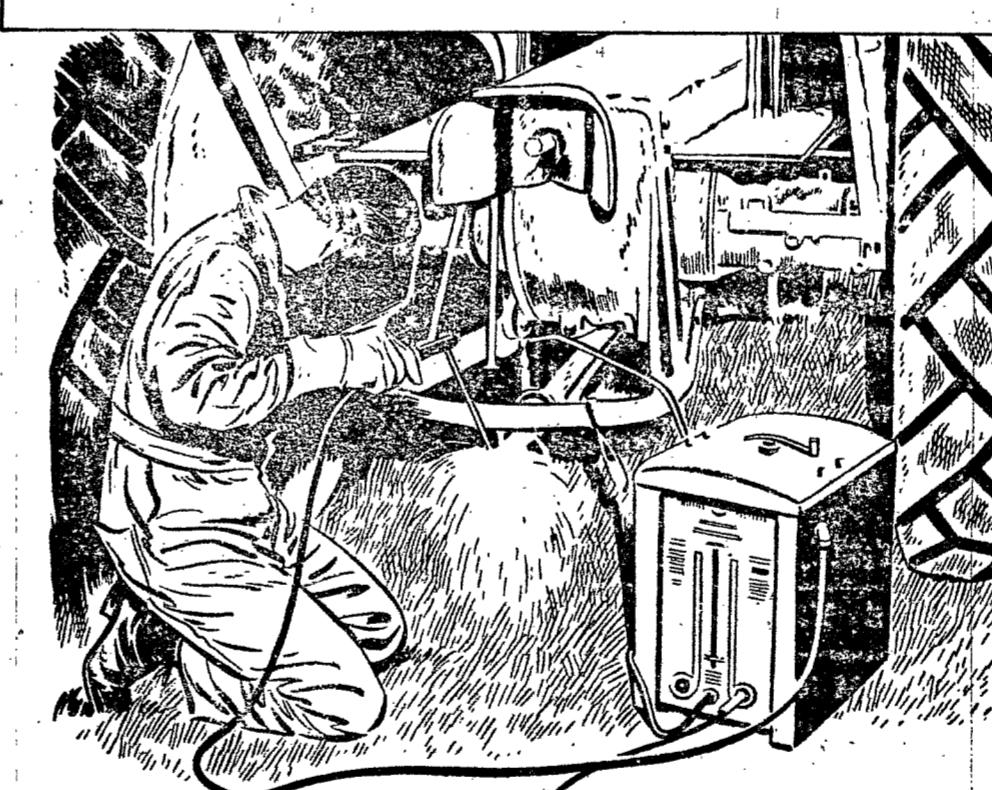
P. J. TREUTEL

395-J

130 St. Charles St.

Bay St. Louis, Miss.

THE FACT IS BY GENERAL ELECTRIC



WELD YOUR OWN! FARMERS MAKE THEIR OWN REPAIRS OF TOOLS AND EQUIPMENT WITH THE GENERAL ELECTRIC FARM WELDER. IT PAYS FOR ITSELF BY CUTTING REPAIR BILLS.

FROM HER BOMBED HOUSE A FRENCH HOUSEWIFE TOOK HER G-E REFRIGERATOR AND FOUND THAT IT STILL WORKED!

8,000 INVENTIONS
FROM GENERAL ELECTRIC RESEARCH IN THE PAST 10 YEARS HAVE KEPT G-E PRODUCTS CONSTANTLY IMPROVING.

You can put your confidence in—
GENERAL ELECTRIC

Hear the Fred Waring Show . . . NBC Network Thursday Night . . . Coast to Coast

We Wish To Congratulate The Coast Electric Power Association

for the opportunity they have afforded their membership to better their home facilities—through the use of electrical power.

We Welcome You To Bay St. Louis

And When You Want A Prescription Filled

Bring It To

FAHEY DRUG CO.

RELIABLE PRESCRIPTIONS

Candies -- Stationery -- Sundries

Opposite L. & N. Depot

Phone 30

GEO. S. HORTON REFRIGERATION & ELECTRIC SERVICE MOTOR REWINDING

Phone 82-R

218 1/2 N. Beach

We Wish To Congratulate The Members Of The Coast Electric Power Association

ON THE SUCCESS THEY HAVE ATTAINED

-- AND --

TO WELCOME THEM TO BAY ST. LOUIS

We Have A Supply of . . .

FRESH FISH --- OYSTERS

SHRIMP AND CRABS

AT ALL TIMES

-- CALL ON US --

RED STAR

SEA FOOD MARKET

107 So. Beach

Phone 458

“EXTENDING HOSPITALITY” “OFFERING OPPORTUNITY”

A very appropriate slogan for Hancock County.

A more hospitable people will not be found. The people of Hancock County will go out of their way to be courteous, and attentive to the wishes and needs of those who come into our midst as strangers. They are thoughtful of the wants and needs of their fellow men who are their neighbors.

Hancock County offers many opportunities--Dairying--Forestry and its by-products--the Fishing Industry--and many others that can and should be developed.

The Coast Electric Power Association had its inception in Hancock County as the Hancock County Power Association, and we are indeed happy that our people had the foresight to move forward and seize the opportunity to bring to the people of the rural areas of our County, Pearl River and Harrison Counties, electrical power to help in the development of this wonderful section of Mississippi, and to bring to the rural homes the facilities afforded the people of the urban centers.

The Coast Electric Power Association has grown to great proportions and as it moves ahead, the area that it serves is growing with it. Today, many of our families are making their living at home with their dairy farms. Electrification has made this possible. The people of Hancock County realized the need of electric power and were offered and accepted an opportunity. Today with electrical power in every section of the County, an opportunity is offered you to come in our midst, and settle in this “land of opportunity,” bordering on the Mississippi Sound.

To the 3800 members of the Coast Electric Power Association we bid a hearty welcome to Bay St. Louis for your annual meeting on October 16, 1948. May your stay be pleasant and your meeting successful, and may you cooperate to build a bigger and better Coast Electric Power Association.

RCA

The Welcome Sign Is Out
From A Most Hospitable People

BOARD OF SUPERVISORS OF HANCOCK COUNTY

Ed. P. Orte, President

Jos. C. Jones, Member Beat One
Frank Kellar, Member Beat Two
A. C. Mitchell, Clerk of Courts
Burton D. Johnson, Sheriff

Johnson S. Shaw, Member Beat Three
Jack Lott, Member Beat Four
Claiborne J. Ladner, Assessor
E. E. Breland, Supt. of Education

YOUR
Westinghouse Dealer
Atlas Electrical & Supply Co.
125 Canal St. Phone 378

Picayune, Miss.

Join In Extending Congratulations
To the Entire Membership of Over 3800
Members of the

Coast Electrical Power Ass'n
ON THEIR 10 YEARS OF ACHIEVEMENT
AND PROGRESS

RCA

We ask that you visit our Booth while you are attending your meeting in Bay St. Louis, and when you are in Picayune call on us for your electrical supplies and building materials. We have a Complete line—

AGAIN WE SAY

Best Wishes

Electric pig brooders cut losses of baby pigs about one-half—by providing them with a safe way of keeping warm without getting crushed by the sow.

...No part of the living room base board should be more than 6 feet from a convenience outlet, since most appliance and lamp cords are 6 feet long.

When an REA co-op finishes repaying its government loan, the electric system becomes the property of co-op patrons who paid for it through their electric bills.

A ceiling of dark color absorbs light; a shiny surface causes glare. Ceilings with a light, flat finish are recommended by REA lighting specialists.

Our Best Wishes
Are Extended
To The
Coast Electric
Power Association
ON THE OCCASION OF THEIR
Tenth Anniversary

AND TOO

WE EXTEND A HEARTY WELCOME
TO THEIR MEMBERS WHO WILL
ATTEND THE ANNUAL MEETING
IN BAY ST. LOUIS
ON OCTOBER 16TH, 1948

PORTER'S
Pontiac Service

YOUR PONTIAC AND GOOD
GULF DEALER

Highway 90

Phones 95-896



Above is the right of way crew of the Coast Electric Power association which has been clearing right of way for the construction of lines during the past few months.

Standing from left to right are: Herbert Tartavoule, William Rhymes, Bobby Ray Rhymes, E. W. Chatman and Roland Lafontaine, Jr. Chatman and Lafontaine, have recently left the employ of the Co-op.

Know Your Lighting Facts And Save Your Eyes And Money

By Louisian Mamer
REA Home Electrification Specialist

Have you kept up-to-date in new developments in lighting?

Lots have happened since the passing of the kerosene-lamp era. So in case you haven't been following recent findings in the electrical field, it would be wise to check up on your lighting ideas to be sure that they are in line with the times.

The newest thing in fluorescent lighting is circular tubes which permit fluorescents to be used in round fixtures. These tubes can be used alone or with incandescent bulbs in either fixtures or lamps.

Among the advantages of fluorescent lights are that tubes are cooler, last longer, and ordinarily give two or three times as much light for the same wattage. Although the initial cost of tubes and fixtures is higher than for conventional bulbs and fixtures, fluorescent lights frequently make up for this extra cost in four or five years through saving in current. If fluorescent fixtures are to be hung near the ceiling, the ends should be plastic or glass instead of metal which will cast undesirable shadows. Fixtures should be properly equipped to prevent radio interference.

In incandescent lighting things have been happening too. For instance, nine new lamp models will soon make their debut under the Certified Lamp Makers' program. These "certified" lamps will make use of the diffusing bowls which characterize most of the advanced prewar lamps but will use thinner and better quality white glass. A metal section flaring outward above the open-top glass globe will direct light downward and help prevent spottiness of light on the wall above the lamp.

For families who are planning to buy electric equipment soon, news on the postwar developments in lighting will be of a particular interest—and practical value as well. Shoppers, for instance, would do well to take note of a new buying aid which is to be used with some fixtures. In the future, "certified" fixtures will carry labels giving in-

formation regarding their correct use. This information will include, bulb sizes or sizes needed for efficient use of the fixture, height above floor at which a fixture should be hung, use for which the lamp is adapted, whether the STUDYING, READING, WRITING, size of the room for which the fixture is designed. Fixtures suitable only for small rooms will be marked "For rooms of 60 sq. ft. or less."

A Few Lighting Tips

But even if you aren't planning to buy new lighting fixtures, it's well to know your lighting facts to be sure that you are making the best use of your old equipment.

Avoid using bare bulbs except in closets and infrequently used parts of attic or basement. Reason: unshielded lights cause eye strain in cases where light is not used for long or where it is out of the line of vision—on the sides of a bathroom mirror or under the cupboards over kitchen work space, for instance—an unshielded fluorescent tube may be used, however.

Every room in the house should, with few exceptions, have a ceiling light to provide economically for general lighting. Having enough portable lamps turned on is another means of providing general lighting but this is more expensive than using a ceiling fixture. Ceiling fixtures should be simple and inconspicuous and the light from them should be comfortable to the eyes. More money should be spent on portable lamps for close-up vision than for fixtures, if economy is an object which it usually is.

In selecting a ceiling fixture, choose one that is about as many inches wide as the room is wide in

feet. If the light shines through the fixture, be sure it shines evenly, not spottily.

General lighting should be used along with any portable lamp to avoid eye strain which results when there is too great a contrast between the light on your books or newspaper and the dark in the room around. Avoid low, squat, portable lamps and purely decorative lamps which disregard good lighting principles. A good lamp should have a diffusing bowl to reduce glare and soften light, a wide, white-lined flaring shade and sufficient height to give a wide circle of useful light.

Latest Univ. News - At Regular Prices.

A 100-watt bulb gives more light than two 50-watt bulbs.

Home planner's note: A good height for placing the convenience outlet for the washer, electric iron, or ironer is about 40-inches from the floor.

EATS New Kind of CANDY Loses 65 Lbs. Wears Size 12 Again

Now all you have to do is to lose weight is to eat HADDS. The new kind of candy called AYDS. Made by Doreen J. Miller, 2003 W. 11th St., Chicago, 5 lbs. weekly for 13 weeks, with the remarkable NEW AYDS candy. She's thin and she now wears size 12 again.

PROOF POSITIVE! Eminent physicians and dietitians report quick and safe losses of up to 15 pounds, with over 100 users.

Why not? No exercise. No laxatives. No drugs. Eat all you want. Absolutely Harmless!

Take Out This Ad as a Reminder FREE Scientific Weight Chart. Call for yours. Or sent free with phone GUARANTEE. Many users report weight losses of up to 10 pounds or more with the first box AYDS are guaranteed—you must lose too with the first box—or your money refunded.

DICKSON DRUG CO.
Phone 6.

We Congratulate The
Coast Electric Power
Association

RCA

And Welcome to Bay St. Louis

Their more than 3800 Members to attend their
10th Anniversary Meeting

We deem it a privilege to be able to extend Best Wishes To Your fine cooperative—and to visualize the comforts, progress and prosperity that has resulted from your past ten years. May you have many more of progress and expansion.

We Are Always Happy To Have
Your Members Visit Our Store

Meyers Cash Grocery

PHONE 9101

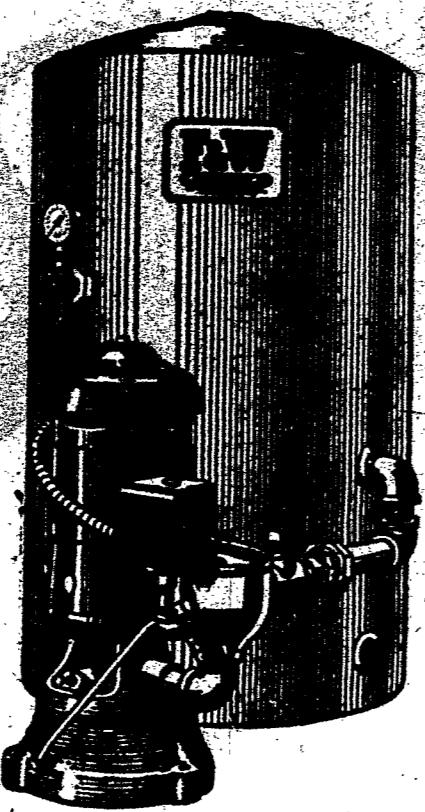


BAY MOTORS, Inc.

130 COURT STREET

PHONE 340

WATER FOR EVERY FARM AND HOME NEED



Running water—lots of it—in the kitchen and bathroom, to make life more comfortable—in the barn and milk house, to lighten farm chores and increase production! You make sure of all this when you choose an F&W water system... Every F&W pump is tested at the factory—the capacity rating is proved by actual performance.

The new F&W centrifugal pumps are backed by 80 years' experience. Advanced engineering means more water at less cost. There are models to meet your needs. Come in—let us show you.

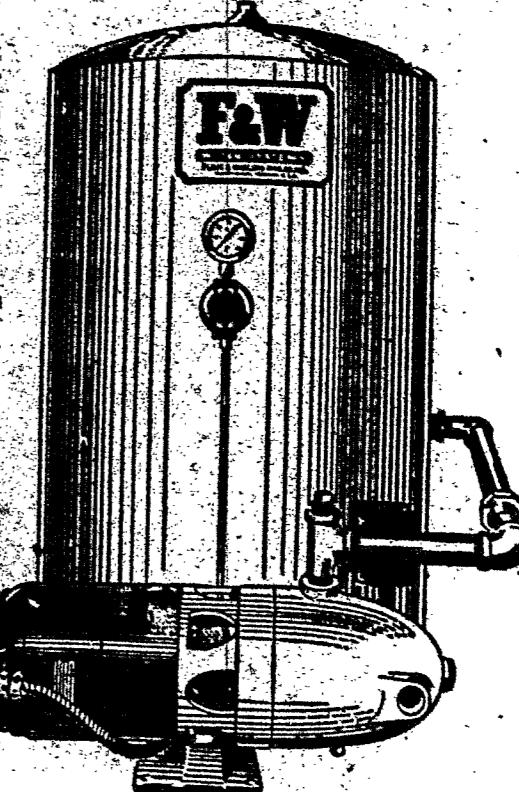
F&W
WATER
SYSTEMS

For The Most Modern In Bath
Room and Kitchen Fixtures See
Our Complete Line Of
CRANE
ELJER
KOHLER
AMERICAN STANDARD and
BRIGGS BEAUTY-WARE
FIXTURES

Plumbing Repairs and Installations
Plumbing Contractors

BACKED BY
80 YEARS'
EXPERIENCE

F&W
WATER SYSTEMS



Buy an F&W with confidence in the capacity rating and in the dependable, efficient operation which Flint and Walling's 80 years' experience assures. The new F&W centrifugal pumps have advanced design and features which mean more water at less cost—long years of service with the least attention. They have proved their dependability.

Every F&W pump is tested at the factory. You can easily pick the one that meets your needs—and be sure of lots of running water, day in, day out. Come in—let us tell you why an F&W insures your satisfaction.

We cordially invite each and everyone to see our Bathroom and Pump Exhibit on REA Day at Bay High School Gymnasium.

Monti-Carver Plumbing Company

Cor. Washington & Hancock Streets

Phone 118

Bay St. Louis, Miss.

C. & S. Fine Foods

CHAS. CARTER -- JOHN SCAFIDE

Opposite L & N Station

WE DELIVER

We welcome the members of the Coast Electric Power Association for their tenth Annual Meeting to be held in Bay St. Louis on October 16th, 1948, and extend them a cordial invitation to visit our store.

**Not Weekend Specials, But Regular
Everyday Prices -- Shop Every Day of the
Week At These Same Low Prices**

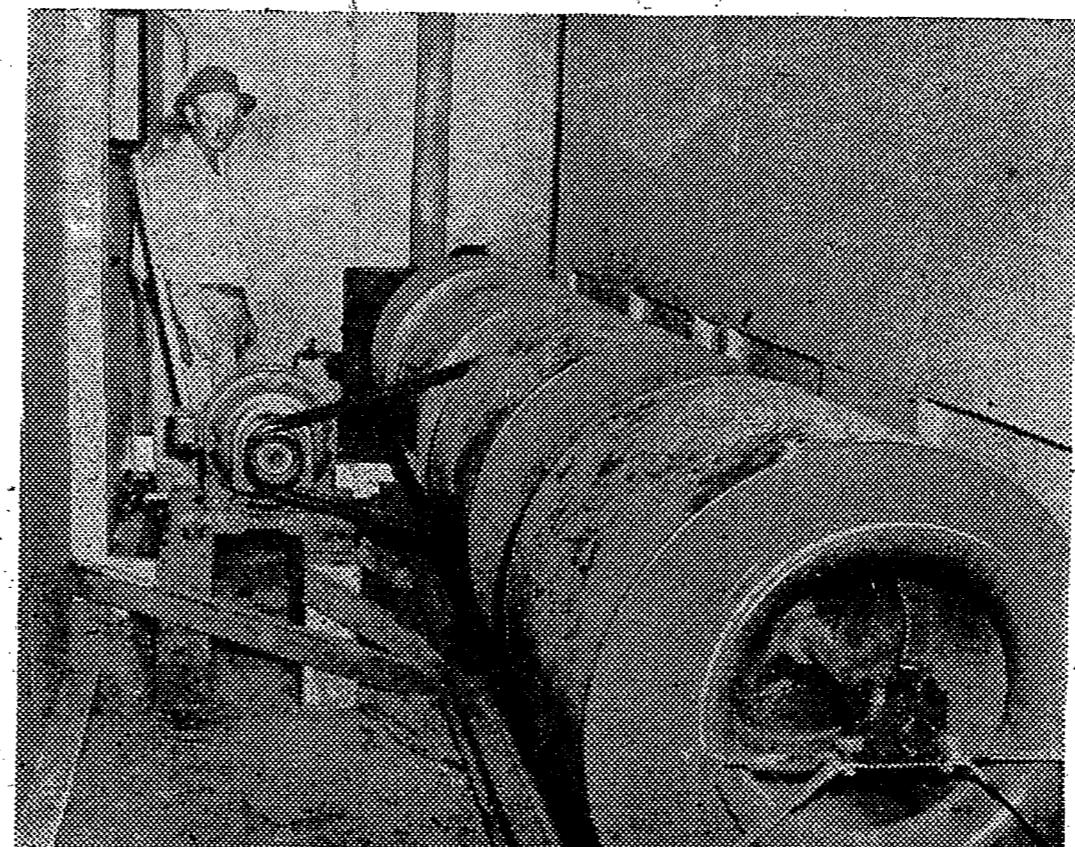
Swift Premium Veal Rump ROAST, lb. 59c	Swift Premium Rounds, Porterhouse & Sirloins BEEF STEAKS, lb. 89c	Swift Premium VEAL SIRLOINS Lb. 79c
Brookfield BUTTER, lb. 75c	All-Sweet Colored--1/4 Prints OLEO, per lb. 51c	
TOMMY TUCKERS PEACHES	No. 2½ Cans	
3 lb. Can SNOWDRIFT--CRISCO 1.19	Hormel PURE LARD, lb. 28c	
Blue Plate COFFEE & CHIC., lb. 47c	Maxwell House--Drip--Regular Grind COFFEE, lb. 56c	
Crystal		

PURE STRAWBERRY JAM 1 Lb. Jars 35c

Shrivers Golden Cream Style

CORN

New Crop--Washington State APPLES, lb. 15c	Seedless GRAPES, 2 lbs. 29c	No. 2 Cans 15c
Fresh Dressed and Drawn HENS, lb. 59c	Fresh Dressed and Drawn FRYERS, lb. 69c	
SURE KLEAN Quarts 13c Gallons 45c	Large Ivory SOAP, 2 bars 35c DUZ, RINSO, OXYDOL, large 35c	Alamo TUNA Light Meat Per Can 46c

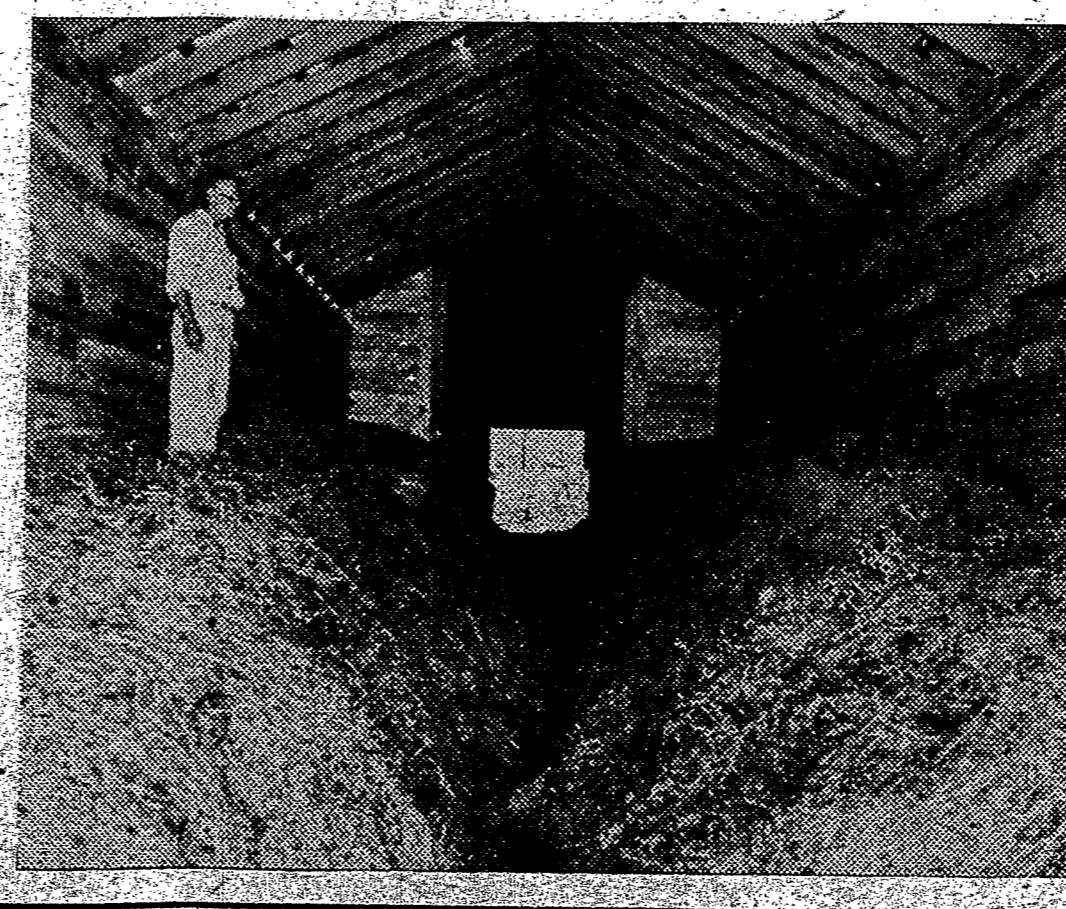


This picture shows the electrically driven blower fans used in the hay drier which has been recently installed by L. O. Crosby and Son on their farm near Cybus, in Pearl River County.

The next picture shows how hay is stored in the drying shed or rack.

The hay is baled and stored as soon as it is cut without any drying in the field.

The blower fans then circulates air through the hay which can be baled and stored or left in the dryer if the space is not needed.



Rural electrification progressed at a record rate between June 30, 1946 and June 30, 1947, with almost 400,000 farms hooked up to power lines for the first time.

Fuses are safety valves for your electric system. Never replace a blown out fuse by a coin or a wrong size fuse.

For a yard light, REA lighting experts advise a 100-watt to 200-watt bulb in a shallow, weather-proof reflector.

When buying a daylight-type bulb get a size brighter than the ordinary bulb you would use for the same purpose.

When REA was established 12 years ago, 10 percent of the farms had electricity as compared to 61 percent receiving electric service today.

Electrical specialists estimate that one kilowatt-hour of electricity costing a few cents, will do as much work as a strong man working hard 24 hours.

REA

Hats Off!!!

TO

REA MANAGER MR. SHATTUCK AND HIS
ASSISTANT MR. WATTS, OFFICE AND FIELD

FORCE AND BOARD OF DIRECTORS

For an excellent job well done in bringing city comforts to Country Homes through the extension of Electric Service in Hancock and adjoining Counties.

KEEP THIS GOOD WORK UP.

Gulf Chevrolet CO.

"See Al. Voight To-day"

Bay St. Louis, Miss.

W.A. McDonald & Sons

invites you to our booth

Saturday, Oct. 16th
Bay High Gymnasium

Register For Radio Given Free

Westinghouse Appliances -- Youngstown Kitchens
RCA -- Zenith and Emerson Radios -- Deepfreeze
and Gibson Freezers

STOP IN AND SEE --

THE NEW

Deepfreeze
HOME FREEZERSLARGER CAPACITY
LOWER COST

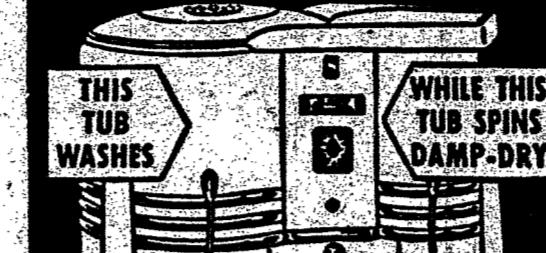
PRICES START AT

\$199.50

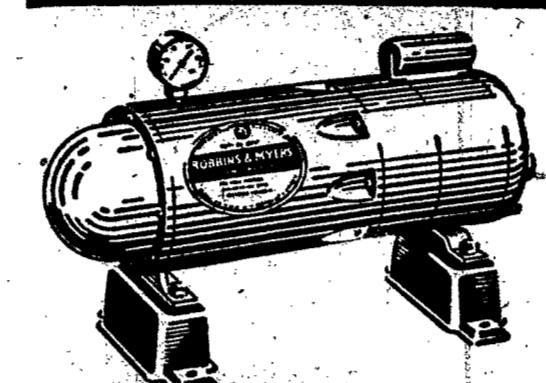
For Model A-4
EASY TERMS!

If you have been reading and thinking about home freezers . . . if you have been waiting to see what the leader was going to do -- then come in now and see the thrilling new Deepfreeze home freezers, now on display at our store. Find out what they can do to bring you a new and better way of life!

COME IN! SEE THEM TODAY AT

WOMEN ASK FOR
QUICK DRYING

EASY Spindrier



REALLY SIMPLE
ROBBINS & MYERS
NEW PUMP

for farms, resorts
country homes

The patented pumping element delivers positive pressure instantly without pulsation. Self priming. Extremely quiet operation. Automatic, dependable. Completely enclosed in aluminum housing -- no hazardous moving parts.

Let us show you this new pump today!

Try McDonald's--They Usually Have It
W. A. McDonald & Sons

Farmers keep giving electricity more work to do. Last year, rural consumers, on REA-financed power lines, used an average of 123 KWH monthly as compared to 114 KWH monthly the year before.

ORTIE'S THEATRE

FRIDAY

JUNE HAVER
LON McCALLISTER
in

"SCUDDA HOO - SCUDDA HAY"

In Technicolor

Also: Late Universal News and

Gorilla My Dreams

Plus: Regular Friday Attraction

SATURDAY

DOUBLE BILL DAY

1ST. FEATURE

JOHNNY MAC BROWN in
"BAD MAN FROM RED BUTTE"

2ND. FEATURE

SHIRLEY TEMPLE in
"HAGAN GIRL"

Also: Chapter 9 "LOST CITY"

SUNDAY & MONDAY

SAMUEL GOLDWYN'S

"The BEST
Years of
Our Lives"

starring
MYRNA LOY • FREDRIC MARCH
DANA ANDREWS • TERESA WRIGHT
VIRGINIA MAYO

Latest Univ. News

TUESDAY

THE COBRA STRIKES
AND 3 MEN DIE!

An Eagle Lion Film Production

Also: Two Gophers From Texas
And Latest News
Plus: Regular Tuesday Attraction

WEDNESDAY & THURSDAY

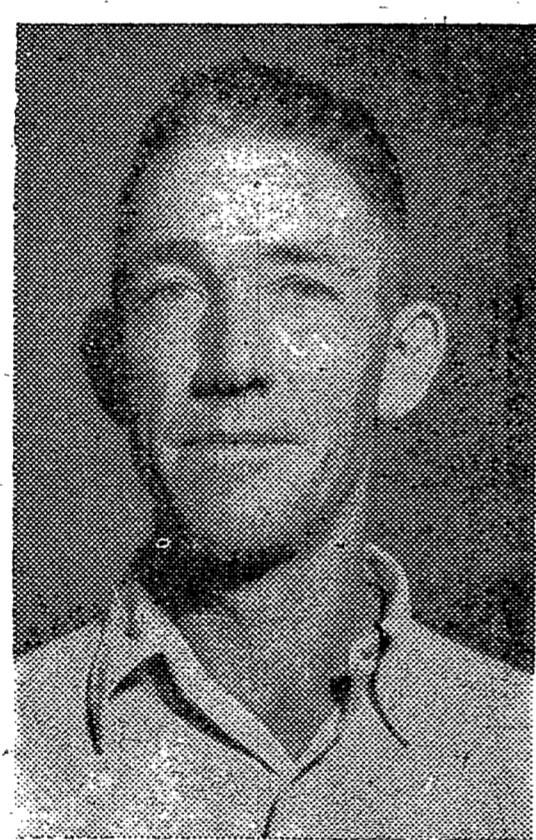
RE-M presents
"The Search"
IN A WONDROUS
MOTION PICTURE

Also: The Mid Nite Snack
Plus: Latest M. G. M. News

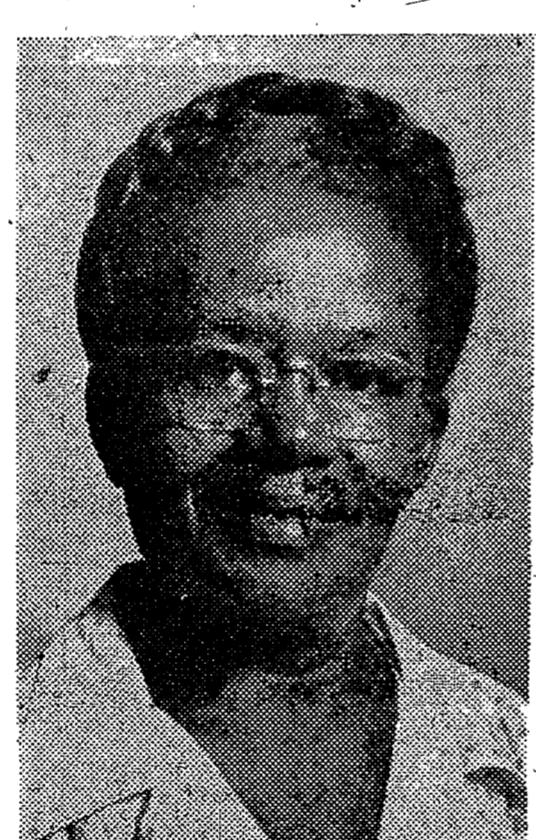
THEATRE OPENS:

Week Days -- 6:45

Sat. & Sun. -- 2:45



JAMES STEWART



INEZ ROBINSON



J. D. WILLIAMS

A. & G.
THEATRE
BAY ST. LOUIS, MISS.

Saturday, Oct. 8th.

"BIG DOUBLE PROGRAM"

FIRST FEATURE

"GOD'S COUNTRY

AND THE WOMAN"

SECOND FEATURE

"DEADLINE"

— PLUS —

"CHIPPER CHEPMUNK"

"Adv. Frank & Jesse James"

No. 2

Sunday and Monday, Oct. 10, 11th.

"THE MATING OF

MILLIE"

Starring

GLENN FORD

EVELYN KEYES

PLUS

"Nothing But the Tooth"

Latest Wors News

Tuesday - Wednesday

Oct. 12, 13th.

"BIG DOUBLE PROGRAM"

FIRST FEATURE

"ROBINHOOD OF MONTEREY"

SECOND FEATURE

"JEZEBEL"

PLUS

"DON'T HOOK NOW"

"RIDERS OF DEATH VALLEY"

No. 9

Thurs. & Friday, Oct. 14, 15th.

"HATTER'S CASTLE"

PLUS

"CRIME LAB"

Latest World News

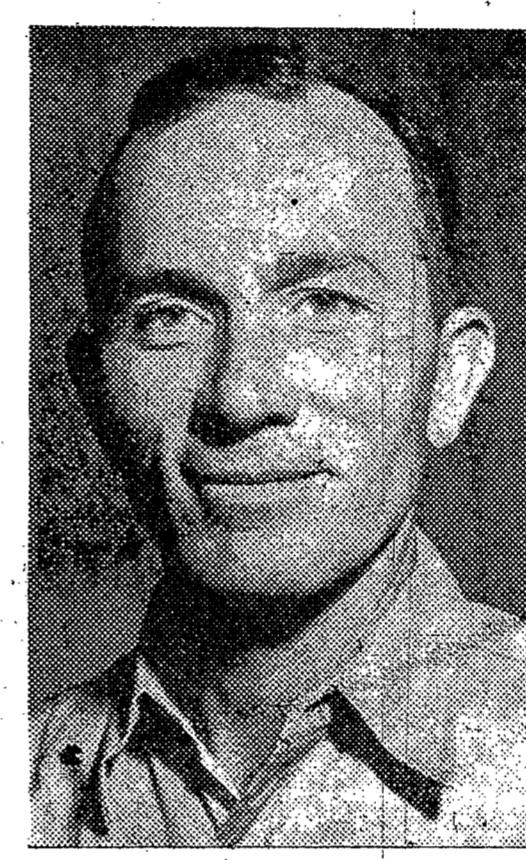


ERNEST HENLEY

The oldest employee in point of service with the Coast Electric Power Association is Ernest J. Henley. He started to work for the co-op as a lineman's helper on January 29, 1938, and is now serving as a lineman.

He worked as a railroad engineer for T. Hofman Olsen Lumber Company for 9 years and for Raymond Concrete and Pile Construction Company as a labor foreman and as a master mechanic and for the S. T. Alcus Lumber Company as Railroad Engineer, Log Scaler, Mill Engineer and electrician, prior to the time that he entered the employ of the Co-op.

He is married to the former Miss Hester Marshall of Picayune and they have three children.



AUDIS G. DAVIS

Audis G. Davis, was employed to the Coast Electric Power Association on July 1, 1948 as lineman's helper for Ernest Henley. During the war he worked as an electrician for the Delta Shipbuilding Company, and following that he worked for himself as an electrician and plumber.

He is married and has three children, and is a part time Baptist Preacher.

R.E.A.

Many of our friends of years standing will be in Bay St. Louis on October 16, 1948 to attend the annual meeting of the membership of the Coast Electric Power Association.

We bid you a hearty welcome and may we extend to you a cordial invitation to drop by and see us.

The pleasures and comforts afforded you with the advent of Electrical power in your section lends us much happiness, and it is our hope that the day is not too far distant when every home in the area served by the Coast Electric Power Association will have service.

Again we welcome you to Bay St. Louis, and may your stay be pleasant.

HANCOCK
Insurance Agency

Bay St. Louis, Miss.

About 2 1/4 million rural families in the U. S. still do not have electricity.

Dark lamp shades absorb light. The same bulb will give 50 percent more light with a white or ivory shade.

Wiring specialists advise posting a diagram of your wiring circuits by your fuse box to help spot the trouble when a fuse blows.

REA-financed electric systems have brought power to 22,000 rural schools.

WELCOME
MEMBERS OF THE
COAST ELECTRIC
POWER ASS'N

TO
BAY ST. LOUIS FOR YOUR ANNUAL MEETING

Hancock County
Chamber Of Commerce

"Extending Hospitality And Offering Opportunity"

ARE YOU A MEMBER?

JOIN NOW